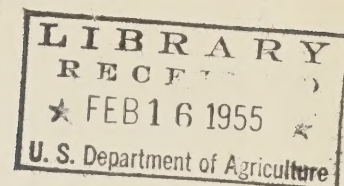


62.67

OUR 34th YEAR



Perennial Plants

FALL CATALOG---1954

WHOLESALE ONLY



See The Big Hardy Chrysanthemum Section Pages 11 to 18

THE JOSEPH F. MARTIN CO., INC.

GROWERS OF FINE PERENNIALS

PAINESVILLE, OHIO

YOUR HARDY PLANT GUIDE

A GUIDE to the general characteristics of the hardy plant families in this list.

CODES ARE AS FOLLOWS — The Dash (—) Equals "To"

BLOOMING PERIODS:

Sp Spring
ES Early Summer
S All Summer
LS Late Summer
F Fall

HEIGHTS:

L Low
M Medium
T Tall

USE:

GC Ground Cover
C Cut Flower
B Border
R Rockery
P Pot Plant

Family Name	Bloom. Per.	Hgts.	Use	Family Name	Bloom. Per.	Hgts.	Use
ACHILLEA	ES-F	L-M	CBRP	HEMEROCALLIS	ES-F	M-T	B
ACTINOMERIS	LS	T	B	HYDRANGEA	Sp-ES	M-T	B
ALLIUM	S	L	CBRP	IBERIS	Sp	L	BRP
AJUGA	S	L	GC	IRIS GERMANICA	ES-F	M-T	B
ALYSSUM	Sp	L	CBRP	IRIS KAEMPFERI	S	T	B
ANCHUSA	Sp-LS	L-T	CBRP	IRIS PUMILA	Sp	L	BRP
ANEMONE	Sp	L	CBRP	IRIS SIBERICA	S	M-T	B
ANTHEMIS	ES	M	CBRP	LAVANDULA	S	M	CBRP
AQUILEGIA	ES	M-T	CB	LIATRIS	S	M-T	CB
ARABIS	Sp	L	BRP	LINUM	S	M	CBP
ARMERIA	Sp-S	L	CBRP	LUPINES	S-LS	M-T	CB
ARTEMESIA		M	CB	LYCHNIS	Sp	M	CBRP
ASCLEPIAS	S	M	CB	LYTHRUM	S	T	CB
ASTILBE	ES	M	CBP	MATRICARIA	Sp	L	CBRP
ASTERS	LS-F	M-T	CBP	MONARDA	S	M-T	CBP
BAPTISIA	S	T	CB	MYOSOTIS	Sp	L	BRP
BOLTONIA	S	T	CB	NEPETA	S	L-M	BRP
BUDDLEIA	S	T	CB	PACHYSANDRA	ES	L	GC
CAMPANULA	Sp-LS	L-T	CB	PEONY	ES	M	CB
CARNATIONS	ES	M	CB	PENTSTEMON	S	M	CBP
CATANANCHE	S	M	CB	PHLOX	S-LS	M	BP
CENTAUREA	S	T	CB	PHLOX SUBULATA	Sp-F	L	GC
CHRYSANTHEMUMS	LS-F	M	CBP	PHYSOSTEGIA	S	M-T	CB
CHRY. MAX	ES-LS	M-T	CBP	PLATYCODON	ES	M-T	CBP
CHEIRANTHUS	Sp-S	L	BRP	PLUMBAGO	S	M	BRP
CONVALLARIA	Sp	L	CBRP	POLEMONIUM	ES	L	CBRP
COREOPSIS	S	M-T	CBP	POLYGONUM	S	L	GC
DAPHNE	Sp	L	BR	POPPY	ES	M	BR
DELPHINIUM	S-F	M-T	CB	POTENTILLA	S	M	CBRP
DIANTHUS	S	L-M	CBRP	PRIMULA	Sp	L-M	CBRP
DICENTRA	S	M	BRP	PYRETHRUM	S	M-T	CB
DIGITALIS	ES	T	CB	RUDBECKIA	S	M-T	CBP
DORONICUM	Sp	M	CBR	SCABIOSA	ES	M	CBP
ECHINOPS	S	M-T	CB	SEDUM	ES	L	BRP
ERIGERON	S	M-T	CBP	STOKESIA	S	M	CBP
EUPATORIUM	LS-F	M	CBP	TEUCRIUM	LS	L	B
EUPHORBIA	S	M-T	CB	THERMOPSIS	S	T	CB
FUNKIA	S	M-T	CBRP	THYMUS	S	L-M	CBRP
GAILLARDIA	S	M-T	CBP	TRADESCANTIA	ES	M-T	CBRP
GYPHOPHILIA	S	M-T	CBP	TRITOMA	S	M-T	CBP
HELIANTHUS	S-LS	T	CB	TUNICA	Sp	L	BR
HELIOPSIS	S	M-T	CBP	VERONICA	S	L-M	CBRP
HEUCHERA	S	M-T	CBP	VALERIANA	S	M	CB
HIBISCUS	S	T	CB	VIOLA	Sp-S	L	CBRP
HOLLYHOCKS	S	T	CB	VIOLETS	Sp	L	CBRP

NOTICE: Packing is charged at actual cost or less throughout, of materials and labor involved.

SPECIAL NOTICE: Where Parcel Post is preferred method of shipment, please include postage to 15% of value.

A SPECIAL DISCOUNT

In effect, a cash discount is a profit on investment even before the merchandise is received, and we are glad to tender the advantage to you. For your cash consideration, take —

2% On All Orders of \$10.00 or More

THE JOSEPH F. MARTIN CO., INC.

Offers For Fall 1954 These

Fully Developed -- Fresh From The Field

HARDY PERENNIAL PLANTS

**A Complete Presentation of the Finest Varieties for
Profitable Application to the Business of Everyone
With a Horticultural Interest**

SATISFACTION IS GUARANTEED
With Top Quality
Finely Developed Material

WE ARE WHOLESALERS ONLY
Never in Competition With You
For Your Retail Sales

All Plants Are 5 at the 10 rate, 25 at the 100 rate. Not less Than Five of a Kind Please

There are times when it may be desirable to order less than 5 plants of one kind for your trial. We are glad to cooperate. These plants will be charged at .50 cents each to share the cost of custom handling outside the wholesale aggregating.

Unless otherwise noted, all plants are field grown. Orders are freshly dug and shipped on same day.
We Ship Nothing From Storage.

ACHILLEA

SNOWBALL. (Boule de Neige). Wonderful for cut flowers or garden. Blooms in June. A good filler, grows 12-15" high, double white flowers in umbels.

Per 10, \$1.75; Per 100, \$12.00

ANGEL'S BREATH. It grows as an inverted bowl, twenty inches high and spreads two feet. In flower, it is so profusely covered that the rich green foliage, decorative otherwise, can scarcely be seen. The white is fully double without a trace of center. It is brand new and carries our highest recommendation.

Per 10, \$2.00; Per 100, \$15.00

TOMENTOSA AUREA. A very charming yellow flowered plant, blooming in June. It will do well in the rockery or in any part of the border.

Per 10, \$2.00; Per 100, \$15.00

ACONITUM

SPARK'S VARIETY. July and August flowering; tall branched spikes covered with deep blue, Monkshood flowers. Grows 6 to 7 feet tall.

Per 10, \$2.25; Per 100, \$18.00

ACTINOMERIS

ALTERNIFOLIUS. Tall and showy long-blooming perennials of late summer. Great corymbs of honey yellow flowers. Excellent for maintaining color and height in the border.

Per 10, \$2.25; Per 100, \$18.00

AGROSTEMMA

CORONARIA ATROSANGUINEA. Deep blood red rose Campion. Stout erect growing, silvery foliage, which contrasts well with the pretty flowers, which come during June and July.

Per 10, \$2.00; Per 100, \$15.00

AJUGA

BUGLE

A useful plant for the rockery and for carpeting the ground, particularly in shady positions, as under trees, where grass will not grow; flowers in May and June. 6 to 8 inches.

GENEVENIS. An excellent plant for edging and carpeting. Grows from 6 to 8 inches high with spikes of blue flowers in May and June.

Per 10, \$2.00; Per 100, \$15.00

REPTANS BLUE. Grows 3 to 4 inches high, with deep purplish blue flowers. Bronzy foliage.

Per 10, \$2.00; Per 100, \$15.00

REPTANS ALBA. A tightly knit compact creeping cover, flowers rise 3 to 4 inches over deep bronze foliage.

Per 10, \$2.00; Per 100, \$15.00

REPTANS VARIEGATA. Rosettes of palest green and white. Short spikes of light blue flowers. Very effective.

Per 10, \$2.25; Per 100, \$18.00

ALYSSUM

ROCK MADWORT

SAXTILE COMPACTUM GOLD DUST. Dwarf, compact Basket of Gold. Flowers April and May.

Per 10, \$2.00; Per 100, \$15.00

SAXTILE COMPACTUM FL. PL. Silver-grey foliage, blends well with the golden yellow flowers on this very compact border plant. Excellent for forcing after dormancy. Quantity limited. Order early.

Per 10, \$3.50; Per 100, \$30.00

ALLIUM

SCHOENOPRASUM. (Chive). True tangy, flavorful perennial herb. Decoratively it shows clumps of onion-like succulent foliage. The color is always bright, use it as an accent in any garden planting. Grows to 10 inches.

Per 10, \$2.25; Per 100, \$18.00

ANCHUSA

SEA BUGLOSS ALKENET

ITALICA DROPMORE. Pretty gentian blue flowers in Spring.

Per 10, \$1.75; Per 100, \$12.50

MYOSOTIDIFLORA. Dainty blue flowers and branchy sprays during April and May. Fine for shade and sun.

Per 10, \$2.25; Per 100, \$18.00

Above all else, these pages forcefully present quality — our strongest, proudest, competitive point. Quality in plant material, yes, but quality too in the assortment presented and in the service rendered.

ANTHEMIS

HARDY MARGUERITE — CHAMOMILE

TINCTORIA PERRY'S VARIETY. Nicely formed bushes 15 to 18 inches in height with Fern-like foliage covered from June to October with large, well-shaped golden yellow daisies, nearly 3 inches across. Valuable for cutting.

Per 10, \$2.00; Per 100, \$15.00

AQUILEGIA

COLUMBINE

CRIMSON STAR. It is the most striking crimson with white corolla.

Per 10, \$2.25; Per 100, \$18.00

DOBBIE'S IMPERIAL HYBRIDS. A very fine assortment by a European hybridizer which will be sure to charm you by its beauty.

Per 10, \$2.00; Per 100, \$15.00

MRS. SCOTT ELLIOTT HYBRIDS. There is not a better mixture grown in the world. Wonderful colors and color combinations, with very long spurred flowers. Colors range through shades of lavenders, mauves, blues, purples, whites, creams, yellows, pinks, reds, etc.

Per 10, \$2.00; Per 100, \$15.00

ARABIS

WHITE ROCKCRESS

ALPINA FL. PL. Double white Rock Cress. Flowers April to June. Height about 8 inches, very fine rock plant.

Per 10, \$2.25; Per 100, \$18.00

ARMERIA

SEA PINK OR THRIFT

CEPHALOTES RUBRA. Color is a striking red. For border there is nothing that will make such a bright showing.

Per 10, \$2.25; Per 100, \$18.00

LAUCHEANA. Bright rosy red. Height 3 to 6 inches. May-June.

Per 10, \$2.25; Per 100, \$18.00

MARTIMA SPLENDENS. (Stalice Armeria). Rosy magenta flowers on 1 ft. stems.

Per 10, \$2.00; Per 100, \$15.00

FORMOSA GIANT HYBRIDS. Shades of rose and pink—good sized flowers on stems 2 feet high.

Per 10, \$2.00; Per 100, \$15.00

ARTEMESIA

Boundlessly useful, for the border for spotting in shrub plantings, and particularly, for filling in floral effects.

SILVER QUEEN. (Martin's Selection). This will dry just like Silver King. It is bushy and carries an abundance of hard silver seeds that add to its effect. Though not as light, it is our judgment that it is much more impressive than the Silver Queen and more desirable than Silver King in many instances.

Per 10, \$2.00; Per 100, \$15.00

SILVER MOUND. A handsome, compact, mound-like plant about four inches in diameter. Foliage fernlike and of the lightest and brightest silver gray. For the rockery, for accent, or for edging beds and walks.

F. G. — Per 10, \$3.00; Per 100, \$25.00

ASCLEPIAS

BUTTERFLY WEED

TUBEROSA. Very showy native plants, about 2½ feet high, producing flowers of brilliant orange-scarlet during July and August. Nice for cutting.

Per 10, \$2.00; Per 100, \$15.00

ASTILBE

SPIREA

BONN. As bright as it is possible to imagine a soft pink. Compact and a very vigorous grower, it is a delightful garden item, a prolific cut flower producer. Resale is prompt out of beds and pots.

Per 10, \$4.50; Per 100, \$40.00

COLOGNE. A deep crimson pink, compact and vigorous, it won't be too tall for an edging, yet may be used as the focal point of the border. Generous cut flower producer, re-sells out of beds or pots.

Per 10, \$4.50; Per 100, \$40.00

Asters

ABENDROTHER. Beautiful deep rose. The finest background or cut variety. Full, lush, disease resistant. 5 ft.

Per 10, \$3.00; Per 100, \$25.00

ALPINUS GOLIATH. Six to ten inches high and bears large showy bluish purple flowers in May and June. Plant in full sun.

Per 10, \$2.25; Per 100, \$18.00

CLIMAX. One of the best and showiest, with large pyramidal spikes on large light lavender blue flowers. Very free.

Per 10, \$2.00; Per 100, \$15.00

DAZZLER. Probably the brightest color that can stay within the description Rosy Red. A three foot symmetrical, round, bowl-like grower. Clean and thrifty.

Per 10, \$3.00; Per 100, \$25.00

FRIKARTI—WONDER OF STAFFA. Lavender-blue flowers from 2 to 2½ inches across, produced from June until the middle of November. Does exceedingly well in light shade and comes to perfection in full sun. A constant rich display of flowers is kept up the entire summer. Flowers are excellent for cutting.

Per 10, \$2.75; Per 100, \$22.50

LILACTIME. Lovely soft lilac. 12 inch.

Per 10, \$2.00; Per 100, \$15.00

MT. EVEREST. A wonderful white Aster of exceptional value, forming tall, well-shaped, pointed pyramids with an abundance of lateral growth flowering right down to the ground. Flowers in September and grows to a height of about 3 to 4 feet.

Per 10, \$2.25; Per 100, \$18.00

PINK PARTY. Delicate apple blossom pink blooms literally efface the lovely foliage of this new Michaelmas Daisy. Medium tall.

Per 10, \$2.25; Per 100, \$18.00

PROSPERITY. Large, deep rosy pink flowers in great wavy masses on plants about 3½ to 4 feet high. It commences to bloom in early September and lasts well into October. This is one of the finest pink Novi-Belgi types and replaces all pink in this group.

Per 10, \$2.50; Per 100, \$20.00

RONALD. Rosy pink to lilac. 12 inches.

Per 10, \$2.00; Per 100, \$15.00

STAR OF WARTBURG. Large lilac blue flowers with a striking orange center are produced on 12 to 14 inch stems about the middle of June. A strikingly beautiful plant in the rock garden or in any perennial bed.

VIOLETTA. New, and the best Novi-Belgi blue yet. The flowers are a deep violet purple and unusually double. Blooms early, producing prolific crops from September to frost, on sturdy, thickly foliaged 4 foot plants.

Per 10, \$2.50; Per 100, \$20.00

WHITE LADY. One of the finest pure white.

Per 10, \$2.25; Per 100, \$18.00

Per 10, \$2.25; Per 100, \$18.00

BUDDLEIA

ILE DE FRANCE. Long thick flower spikes of rich reddish purple with a small golden eye. Vigorous and free flowering.

Per 10, \$3.50; Per 100, \$30.00

ORCHID BEAUTY. Soft cattleya-orchid with a brilliant orange eye. It's a splendid plant and carries our finest recommendation. No other variety represented as it is, will compare with it.

F.G. Per 10, \$3.50; Per 100, \$30.00

PINK CHARMING. Remains the best pink yet. Definitely a separate color in the Buddleia range.

F.G. Per 10, \$3.50; Per 100, \$30.00

RED GLORY. Hardy, prolific, brilliantly beautiful. Cut for modern floristry under lights, it is breath-taking, flowers completely out from the tip down at the same time.

F.G. Per 10, \$3.50; Per 100, \$30.00

WHITE CLOUD. A new beauty, and in our judgment the best of the many white varieties. Dwarf and compact it flowers profusely on perfect and abundant cutting stems.

F.G. Per 10, \$3.50; Per 100, \$30.00

BAPTISIA

FALSE INDIGO

AUSTRALIS. A strong growing plant about 3 feet high, suitable either for the border or wild garden with dark green deeply cut foliage and spikes of dark blue, lupine-like flowers; good for cutting.

Per 10, \$2.00; Per 100, \$15.00

BOLTONIA

FALSE CHAMOMILE

ASTEROIDES. Pure white daisy-like flowers. Very effective.

Per 10, \$2.00; Per 100, \$15.00

**CALYSTEGIA
PUBESCENS FL. PL.**

DOUBLE PINK MORNING GLORY. A very valuable prostrate growing plant of neat habit. It produces all summer, double funnel-shaped lilac-pink flowers about two inches across, resembling double Morning Glories. Does splendidly in dry and sunny places such as exposed banks or as edgings to dry walks. It's continuous flowering during the middle of the summer makes it very desirable.

Per 10, \$3.50; Per 100, \$30.00

CAMPANULA

BELLFLOWER

CARPATICA. Perfect, dense mounds of foliage with masses of erect clear blue bells. Blooms from June to October. Perfect for rockery, border plantings and wall gardens.

Per 10, \$2.25; Per 100, \$18.00

CARPATICA ALBA. Same as above, with white flowers.

Per 10, \$2.25; Per 100, \$18.00

MEDIA. The well known "Canterbury Bells." Its numerous branches crowded with deep bells, the edges softly rolled back and fluted. Blooms in July. Blue, rose, lilac, white. Very showy for gardens. Valuable for cutting. Height 2 to 3 feet.

Per 10, \$1.75; Per 100, \$12.00

MEDIA CALYCANTHEMA. WHITE, DARK BLUE, ROSE, LILAC, MIXED. Cup and saucer.

Per 10, \$1.75; Per 100, \$12.00

PERSICIFOLIA. Coerulean blue, an excellent companion to the white variety. The large blue flowers making an attractive contrast. Height 30 inches.

Per 10, \$2.25; Per 100, \$18.00

PERS. GRAND TELHAM BEAUTY. Improved strain of very large china blue flowers.

Per 10, \$2.25; Per 100, \$18.00

PYRAMIDALIS. Grows 4 to 5 feet tall and produces blue star-shaped flowers most all summer.

Per 10, \$2.25; Per 100, \$18.00

PYRAMIDALIS ALBA. A pure white form of the preceding.

Per 10, \$2.25; Per 100, \$18.00

ROTUNDIFOLIA. 1 foot. June to August. In the wild it is more slender and taller than in the garden, clear blue flowers. Especially suited for crevices in the rock garden or steep slopes, if planted to show a pendant habit.

Per 10, \$2.25; Per 100, \$18.00

**HARDY
CARNATIONS**

Beautiful in themselves — indispensable to beauty everywhere.

THE ROYAL GRENADINS. Everlasting garden favorites; these are big completely developed plants that will give you a mass of bloom in their first season — remember, no seedlings, no liners.

By Separate Variety

DARK RED	SCARLET
GOLDEN SUN	TRIUMPH ROSE
KING OF THE BLACKS	WHITE
PINK	YELLOW

Per 10, \$1.75; Per 100, \$11.00; Per M, \$90.00

COTTAGE CARNATIONS

HARDY CARNATIONS, always bold, beautiful, and universally popular, have ascended to majesty in their plant world with the addition of these new English Cottage varieties. Bright new shades, large, yet delicate flowers, and spicy fragrance make the Cottage types most desirable. The blooms last all summer and into the fall. Wonderful for cutting and for garden plantings.

LUCIA. Beautiful bright salmon scarlet. Full double flowers, sturdy growers. All summer.

F.G. Per 10, \$2.25; Per 100, \$18.00

SYLVIA. The petals are pale rose-pink edged with silvery white, gradually deepening to rich salmon. Large full double flowers.

F.G. Per 10, \$2.25; Per 100, \$18.00

CATANANCHE

BLUE CUPIDONE

COERULEA. Heads of pretty deep blue daisy-like flowers on 14 inch stems.

Per 10, \$2.25; Per 100, \$18.00

CENTAUREA

PERENNIAL BACHELOR BUTTON

MONTANA. (Perennial Cornflower). Grows 2 feet high, bearing large violet-blue flowers from July to September.

Per 10, \$2.00; Per 100, \$15.00

ROSE DELIGHT. (Dealbata). Large fully double, bright lilac-rose.

Per 10, \$2.00; Per 100, \$15.00

STEENBERG. (Dealbata). A much improved form of the above. Flowers larger (up to 4 inches), deeper and longer lasting.

Per 10, \$2.50; Per 100, \$20.00

COREOPSIS

A useful and attractive herbaceous perennial, both for border and cut flowers. They are of easy culture and produce their golden yellow flowers in profusion throughout the summer.

DOUBLE SUNBURST. Here is a Coreopsis which is different, producing striking yellow flowers which are actually double and of good size. They attract a great deal of attention and are also elegant cut flowers, noted for their keeping qualities. They grow to a height of 24 to 30 inches.

Per 10, \$2.00; Per 100, \$15.00

GOLDEN SHOWER (Verticillata). Rich golden yellow. Continuous bloom June until frost. 24 inch.

Per 10, \$2.25; Per 100, \$18.00

DELPHINIUM

Though these plants are our usual spring transplanted stock, the last summer's drought restricted their size considerably. However, examination of the plants reveals that they produced a substantial system of eyes, the same by number as regularly. They will, then, swell these promptly in the spring and you can, by planting them now, look forward to a full mature cut-flower yield in this first season. It is to be understood that, though the size is reduced, they are not seedlings.

BELLADONNA (Clivedon Beauty, true strain). True Belladonna blue from stock seed handled carefully throughout to insure the type.

Per 10, \$1.75; Per 100, \$12.00

BELLAMOSUM. This is a dark blue form of the popular light blue Belladonna, with which it is identical in habit and growth.

Per 10, \$1.75; Per 100, \$12.00

LYONDELL. Widely advertised as a Delphinium of tomorrow—and that is one of its fine features—it will be here tomorrow. It is thoroughly hardy, blight resistant, and brightly colored through all the novel hues in the family.

Per 10, \$2.50; Per 100, \$20.00

DIANTHUS BARBATUS

HOLBORN GLORY. Large, single white, auricula eyed.

Per 10, \$2.00; Per 100, \$15.00

GIANT WHITE, SCARLET BEAUTY, NIGRESCENS, DOUBLE DWARF MIXED.

Per 10, \$1.75; Per 100, \$12.00

HARDY CHRYSANTHEMUMS

SEE PAGE 11

Chrysanthemum Maximum

SHASTA DAISY or MOONPENNY

AMONG THE BEST KNOWN AND BEST LOVED HARDY PLANTS

The great effort that has been given to their improvement is climaxed in this feature presentation of the finest kinds. For cut flowers of distinction this superb list is unequalled.

PLANTS ARE FULLY DEVELOPED FIELD GROWN. If field liners are your object, they can be divided into several plants for your planting. Guaranteed as outlined, you can purchase your Daisies with no greater economy.

ALASKA. Magnificent daisy-like flowers seldom less than 5 inches across. Pure glistening white with yellow eye carried on long stems. A very free flowering Daisy in bloom all summer and fall. Height 2 feet.

BORDER QUEEN. New for '54. Large double fluffy snowball type flowers bloom prolifically on 12 inch stems to make this new addition to the line one of the most flexible now grown. The plant itself is robust and extremely hardy, able to withstand wet or dry conditions and still produce abundantly.

Per 10, \$3.50; Per 100, \$30.00

CONQUEROR. A very strong grower, the best tall, later flowering variety, attaining a height of 3 feet. Extra large pure white flowers are produced on 30 inch stems. We highly recommend this variety for planting together with taller growing perennials.

Per 10, \$1.75; Per 100, \$12.00

ESTHER READE. Well recognized and universally used, pure white crested, fully double shasta daisy.

Per 10, \$2.50; Per 100, \$20.00

FOOLPROOF. Large, airy, and graceful, a single in form with a tendency to overlay another smaller row of petals for a very crisp effect. It is a July, August Daisy.

Per 10, \$2.50; Per 100, \$20.00

G. MARCONI. A grand variety, producing double Chrysanthemum-like flowers on 2½-ft. stems. Will bloom continuously during the summer months if flowers are kept cut.

Heavy F.G.—Per 10, \$2.25; Per 100, \$18.00

MAJESTIC. Immense 5 to 6 inch flowers, smallest button center. Double row of overlapping petals makes flower full, compact, and firm. 28 to 30 inch sturdy stems prolifically produced. Very hardy. Medium early.

Per 10, \$3.50; Per 100, \$30.00

MAY QUEEN. This is the earliest cut flower variety. In full bloom during the month of May, you can imagine what a market exists for its flowers. The plant is extremely healthy and hardy, the flower crop is produced more prolifically than any other. Color a pure white, small center.

Heavy F.G.—Per 10, \$2.00; Per 100, \$15.00

MOUNT SHASTA. A beautiful pure white, high crested, full double Shasta Daisy, with a double row of overlapping guard petals four inches in diameter. Sturdy and erect on stems 20-24 inches long. Replaces Esther Reade. A real winner for the florist, blooming continuously from late spring to frost. This is the best all-purpose Daisy on the market today.

Heavy F.G.—Per 10, \$3.00; Per 100, \$25.00

PRIDE OF DIXIE. A lacy, powder puff effect, produced by double 3 inch blooms on stems 2 to 3 feet tall. Semi-hardy, but its unique beauty merits the slight extra protection. Excellent for the South.

Per 10, \$3.50; Per 100, \$30.00

DIANTHUS SWEET PINKS

EVANGELINE. Spicy, penetrating fragrance, 3 to 4 fully double flowers of soft Persian rose on a stem.

F.G.—Per 10, \$2.50; Per 100, \$20.00

HER MAJESTY. Large compact, Carnation flowered glistening white. Flower spikes to 14" on stately perfectly formed, silver foliage plants.

F.G.—Per 10, \$2.25; Per 100, \$18.00

JUNE CARMINE is a beautiful shade of bright carmine pink with the spicy fragrance of the old clove pinks. It has the lovely carnation gray-green foliage, and the individual flowers, on 12-15 inch stems, are fully double, large flowered perfectly formed, and makes excellent cut flowers. The habit of growth is very compact, neat and cushion-like.

Per 10, \$2.25; Per 100, \$18.00

LITTLE JOE. 6 in. tall, large crimson blooms. Just about the neatest dwarf article in the perennials.

F.G.—Per 10, \$2.75; Per 100, \$22.50

OLD SPICE. Deservedly holding a high place in this well regarded hardy plant family, the ever blooming bright salmon-pink. Old Spice is one of the finest hardy plants. It makes an enchanting border, a bright mass and furnishes cut flowers constantly through a three month period.

F.G.—Per 10, \$2.75; Per 100, \$22.50

PLUMARIUS SPRING BEAUTY. Double and single blooms of rose, pink and white; fragrant flowers on long spikes. Blooms throughout the summer.

Per 10, \$1.75; Per 100, \$11.00

WINTERI. Similar to the Dianthus Plumarius except that this is a real hardy Dianthus and the flowers run mostly to rose pink. Height 8 to 10 inches.

Per 10, \$2.00; Per 100, \$15.00

DICENTRA**BLEEDING HEART OR SEAL FLOWER**

SPECTABILIS. An old-fashioned favorite; its long racemes of graceful heart shaped pink flowers in May or June are always attractive; it is used largely for forcing, and is perfectly at home in any part of the border, especially valuable for planting in the shade. Height 1 to 2 feet. Perfectly hardy and easy to cultivate.

3 to 5 eye—Per 10, \$3.50; Per 100, \$32.50
5 to 8 eye—Per 10, \$4.00; Per 100, \$37.50

DIGITALIS**FOXGLOVE**

GIANT SHIRLEY. Magnificent strain of mixed. 5-7 ft. June.

Per 10, \$2.00; Per 100, \$15.00

**EUPATORIUM--
COELESTINUM****FLORISTS' HARDY AGERATUM**

This everlasting popular hardy perennial has come to mean more to floristry than ever before in these days of tight flower markets. Wherever plants from our abundant stock have been sold, the receivers are yielding tenfold. The cut crop is extremely prolific; the lavender-blue flowers are en masse from August to frost. Stems 14 to 18 inches, and long lasting qualities make it a 'must' for the outdoor cut flower planting.

Heavy Field Grown
Per 10, \$2.00; Per 100, \$15.00

EUPHORBIA**FLOWERING SPURGE**

MYRSINITES. Beautiful trailing plant for rock or wall gardens. Likes shade. 3-4 inches.

Per 10, \$2.25; Per 100, \$18.00

POLYCHROMA. A beautiful formal plant growing 1 foot high, forming a hemispherical clump covered with yellow flowers in May and June. Excellent border or rock plant.

Per 10, \$2.25; Per 100, \$18.00

FUNKIA

UNDULATA VARIEGATA (Day Lily). Graceful green leaves having fluted white edge. Very conspicuous plant for the border. They are also beautiful when used as a foliage pot plant for Easter sales. Flowers lilac.

Per 10, \$2.25; Per 100, \$18.00

GAILLARDIA**BLANKET FLOWER**

AUREA PURA. Large pure yellow flower, long strong stem.

Per 10, \$2.25; Per 100, \$18.00

BURGUNDY. Shining deep wine red showing practically no yellow.

Per 10, \$2.00; Per 100, \$15.00

DAZZLER. Large golden yellow and maroon flowers on strong wine stems, 14 to 18 inches in length.

Per 10, \$2.00; Per 100, \$15.00

DWARF GOBLIN. 12-16 inches, neat and compact. Produces a profusion of red-yellow bi-color that completely covers the foliage. Like all Gaillardias, it is content with extremely simple treatment. Fine for the border, the rockery, the cut flower garden.

Per 10, \$2.00; Per 100, \$15.00

GRANDIFLORA SUPERBA. Begins to bloom in June they continue one mass the entire season. A most beautiful combination of colors.

Per 10, \$2.00; Per 100, \$15.00

PORTOLA HYBRIDS. A new strain of large flowering Gaillardia having a color range from reddish bronze to a deep gold. Very satisfactory as a cut flower.

Per 10, \$2.00; Per 100, \$15.00

GYPSOPHILA

BRISTOL FAIRY. The value of Gypsophila Bristol Fairy for cutting and border exhibition is fond knowledge. One of the finest crops in our memory is growing in our nursery rows.

Per 10, \$4.00; Per 100, \$35.00

FLAMINGO. These are nicely knit August 1953 field grown grafts. The plant itself has delicate pink flowers, fully double, and blooms all summer. Order early, quantity limited.

Per 10, \$6.00; Per 100, \$50.00

PANICULATA. Dense and spreading, flowers in feathery panicles.

Per 10, \$1.75; Per 100, \$10.00; Per M, \$75.00

PACIFICA. New pink variety of strong growth, blooming after the Paniculata is past its best 4 feet.

Per 10, \$2.00; Per 100, \$15.00

REPENS ROSEA. Vigorous, succulent, low growing form. Light green healthy foliage topped by closely tucked pink sprays.

Per 10, \$2.00; Per 100, \$15.00

REPENS ALBA. A beautiful trailing plant for the rockery, with clouds of small white flowers in July and August.

Per 10, \$2.00; Per 100, \$15.00

HELENIUM**HELEN FLOWER**

PUMILUM MAGNIFICUM. Grows 2 feet in height and is covered from June to September with large yellow flowers on compact, branching stems.

Per 10, \$2.00; Per 100, \$15.00

HELIANTHUS

CORONATION. A fine introduction of this noble race of border plants. Produces large, perfect double flowers of a rich yellow color from August to October. Grows to a height of 4 to 5 feet.

Per 10, \$2.00; Per 100, \$15.00

LODDON GOLD. Enormous Dahlia-like flowers of a bright yellow color, often 5 inches in diameter. If grown on gravel loamy soil, the blooms will develop to greater perfection. If the flowers are cut immediately, the blooming season can be extended from July until severe frosts. Height 4 to 5 feet.

Per 10, \$2.00; Per 100, \$15.00

MULTIFLORUS FL. PL. A very effective hardy plant growing 4 feet tall. Has exceptionally showy large double golden yellow flowers during July and August. A very profuse bloomer highly valued for the Dahlia-like appearances of the fully double blooms.

Per 10, \$2.00; Per 100, \$15.00

NEW HIBISCUS**MARTIN'S GIANT HYBRIDS**

For as many years as we have been searching for new things, we have had a yen to find the best Hybrid Hibiscus there could possibly be and have it bear our firm name. We have it now. This selection is without peer anywhere. Flowers 6 to 12 inches across, every Hibiscus color is represented in the candy-stick color range. It grows to 3-4 feet, foliage is deep green and paddle size. Habits are all clean and disease resistant. This is one of the finest of plants and makes the riot of the tropics available to every gardener.

Heavy F.G. — Per 10, \$2.50; Per 100, \$20.00

HELIOPSIS

INCOMPARABILIS SUMMER GOLD. A greatly improved form which should do much to increase the popularity of this easily grown plant. During July and August, when cut-flower material is not plentiful, it produces large, almost double flowers of rich golden color, on strong branching stems.

Per 10, \$2.25; Per 100, \$18.00

HOLLYHOCKS

These are fully developed, flowering size plants. No seedlings, no liners.

CHATER'S DOUBLE HOLLYHOCKS

We have excellent stocks of the standard doubles carefully grown to secure trueness to color. The following are the best colors:

BLUSH (white, pink undertone); **BLACK GEM** (maroon); **SALMON ROSE**; **GOLDEN DROP**; **SUNSET BUFF** (Yellow); **NEWPORT PINK**; **SCARLET**; **VIRGIN QUEEN** (White); **LILAC**.

Above varieties, Per 10, \$1.75; Per 100, \$12.00

IBERIS**HARDY CANDYTUFT**

SNOWFLAKE. A great variety of 6 to 8 inches high, having exceptionally large, pure white flowers borne in great masses during May and June.

Per 10, \$2.50; Per 100, \$20.00

SEMPERVIRENS. Very dwarf, covered with a sheet of white. Perfectly hardy. Height 6 to 8 inches.

Per 10, \$2.25; Per 100, \$18.00

**HIBISCUS
SUPER GIANT HYBRIDS**

CLOWN. White with pink veins.
Per 10, \$10.00

RADIATION. Clear pink with contrasting dark center.
Per 10, \$10.00

POINSETTIA. A deep red, outstanding color.
Per 10, \$10.00

SATAN. Velvety maroon-red, tall.
Per 10, \$10.00

HEUCHERA**CORAL BELLS**

BRIZOIDES. Dainty pink bells densely bundled on long spikes. Strong grower.

Per 10, \$2.50; Per 100, \$20.00

PERRY'S WHITE. Pure white, silvery foliage, low growing variety. Beautiful member of a valuable family.

Per 10, \$2.75; Per 100, \$22.50

ROSAMUNDI. This is the most desirable of the coral-pink sorts. It is a strong grower, not subject to any blight, and produces an abundance of fine coral-pink blossoms on tall, strong stems, which last over 2 months.

Per 10, \$2.50; Per 100, \$20.00

Hemerocallis

The list below is the best in the trade to serve the practical purpose of commercial planters. The color range is sound, the flowering period and plant character fills the season of June, July and August with a brightness provided by the Hemerocallis alone.

REMEMBER! THIS LIST SELLS ONLY A WHOLE PLANT — ONE THAT MAKES ITS DISPLAY IN THE FIRST SEASON YOU HAVE IT

You have, consequently, a profit opportunity within a few weeks after you purchase your plants. You do not have to wait until a finely cut division matures in your planting. This is guaranteed, and you are unconditionally the final judge of the quality you receive.

	Per 10	Per 100
AMARYLLIS. Golden orange, July and August. 3 feet	\$3.00	\$25.00
BAY STATE. (Bet.) A large glistening yellow. Fast growing. 46 in.	2.50	20.00
D. D. WYMAN. Golden-yellow, tawny splashed petals; July and August	2.25	18.00
FULVA. Coppery orange, 3 feet, July	2.00	15.00
FULVA MACULATA. Identical to Fulva, flowers much larger, grows more robust	2.00	15.00
GOLDENI. Well named. The many fine, deep golden orange flowers are produced freely in early July. Height 3 feet, quite vigorous in habit, and a most effective garden variety	2.00	15.00
HYPERION. Citron yellow, prolific, July, 40 in.	3.50	30.00
KWANSO FL. PL. Double bronze-gold, July, 4 feet	2.00	15.00
LEMON KING. Fluted lemon yellow. 3 feet, July	2.25	18.00
MARGARET PERRY. One of the best. Scarlet-orange, June	2.00	15.00
MARY STOKER. 42 inches. Definitely one of the most beautiful hybrids. Brownish red with a prominent canary yellow stripe. Clear canary throat. July and August	3.00	25.00
THE GEM. Richest yellow, late July, 3 feet	2.50	20.00
THUNBERGI. Like Flava, but flowers in July, a month later. Two to three feet, a distinctive pale yellow	2.00	15.00
VESTA. (Stout). Deep glistening gold-orange. Holds up well in hot weather. 30 inches. June and July	2.00	15.00

ORCHID IRIS KAEMPFERI

The units we offer below comprise the best assortment in the trade today. Divisions are from young plants that have thoroughly enjoyed the benefits of a growing season just right. Our cut is the largest in the trade, guaranteeing blooming results in their first season after planting.

	Per 10	Per 100
BLUE BIRD. Single superb dark violet	\$2.25	\$18.00
BLUE WAVES. Large semi-double. Greyish background overlaid with blue	3.00	25.00
ETHEL J. MARSHALL. White, veined with striking violet	3.00	25.00
EUMEE. Single dark violet	2.00	15.00
FASCINATION. Double mauve-pink, veins blush white	3.00	25.00
GEKO NO NAMI. Earliest to bloom and the choicest white, very free. Glistening white with creamy white stigmas.		
HADONA. Nine petaled. Striking violet blue with gold center. Veined light blue for cool contrast	3.00	25.00
HERCULES. Double clear blue	2.50	20.00
ISO-NO-NAMI. Strong grower, blue triple petals tinted rose with white stripes, white petaloids tipped blue.		
KAMINADO-NO-TSUKI. Double white plainly veined violet blue with yellow blotch.		
KOMOCHIGUMA. Six petal dark blue variety with yellow spots in center	3.00	25.00
LA FAVORITE. Double, large fine white, freely veined blue, and a rich purple center.		
LUCIA MARSHALL. Large, double pansy-violet, white veins	2.50	20.00
MRS. J. A. HAYDEN. Double white softly suffused pale violet. Anthers develop into extra petals making almost a triple form	3.00	25.00
NEPTUNE. Strong grower of the 3 petals. Color is a brightly red-dened mahogany	2.75	22.50
OKI NO SHIRAKI. Double white, light blue veins	2.00	15.00
OYODO. Single, dark violet	2.00	15.00
PATROCLE. Single superb dark violet	2.00	15.00
ROSE ANNA. Double ivory white, ruby red veins	2.25	18.00
SEACREST. Double, blue-blush white. Fine	3.00	25.00

IRIS SPECIES

VERSICOLOR. (Blue flag). Our native Blueflag, surely indispensable for the brookside or bog garden	2.00	15.00
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LAVENDULA

LAVENDER

Remember the delightful and exciting fragrance that drifted from grandmother's bureau? Sweet Lavender is always the mark of the gracious. In a garden, it is a growing, perfuming, flowering loveliness. Cut and crushed into an envelope it holds its delight for years. Do you see the opportunities?

OFFICINALIS ROSEA. A new Lavender. Produces a graceful array of rose-pink flowers on the dignified blue gray that is so distinctly the old favorite Lavender.

Per 10, \$2.00; Per 100, \$15.00

VERA MUNSTEAD. A wonderfully fragrant, sweet lavender, with flowers of blue rising 18 inches tall from silvery grey foliage.

Per 10, \$2.25; Per 100, \$18.00

LIATRIS

BLAZING STAR OR GAYFEATHER

KOBALT HYBRID. A new one, and just about the finest there is. Grows medium tall, similar in flowering characteristics to the Scariosa types, but produces much more liberally. The color is the most intense deep blue in the family.

Per 10, \$2.00; Per 100, \$15.00

PYCNOSTACHYA. Does well in any kind of soil, poor or rich, moist or dry, producing richly colored purple flowers on stout stalks. First rate cut flower.

Per 10, \$2.00; Per 100, \$15.00

SCARIOSA. This is a much showier form than is usually sent out for this plant. It has large, showy purple heads and flowers much later than the others. A very imposing form. Mid-August. 4 to 5 feet.

Per 10, \$2.00; Per 100, \$15.00

SEPTEMBER GLORY. Late flowering type noted for its outstanding beauty. The purple flowers are produced on extra long spikes during late August and September.

Per 10, \$2.00; Per 100, \$15.00

SILVER TIPS (Alexander). Early blooming light lavender. Flowers are edged silver, growing on a vigorous spike. Large, lush foliage.

Per 10, \$2.25; Per 100, \$18.00

LINUM

FLAX

FLAVUM NANUM COMPACTUM. A new dwarf yellow strain, growing to a height of 6 inches. Very desirable for the rock garden.

Per 10, \$2.00; Per 100, \$15.00

PERENNE. May-August. Very attractive both in foliage and bloom. Flowers beautiful pale blue on slender graceful stems. An interesting plant for the medium border for all summer. It harmonizes with other flowers to build a charming color scheme.

Per 10, \$1.75; Per 100, \$12.00

PERENNE ALBA. Milk white flowers, very decorative.

Per 10, \$2.00; Per 100, \$15.00

LUPINES

The Lupines produce beautiful long spikes of pea-shaped flowers about a foot long on stems three feet high. Very attractive garden or cut flower.

NEW RUSSELL LUPINES. Russell's Lupines bear enormous, well-rounded, long symmetrical flower-spikes, often 3 ft. or more in length, each spike a mass of gorgeous color.

Per 10, \$2.25; Per 100, \$18.00

LYCHNIS

VISCARIA FL. PL. An exceptional perennial, with such distinctiveness when in flower, it attracts attention from a great distance. The plants are made up with long narrow foliage, producing vermilion red flowers on stems 14 inches in length. As a garden flower for showy purposes it cannot be beat. The flowers can also be cut and used in vases. We very highly recommend it.

Heavy F. G. — Per 10, \$2.50; Per 100, \$20.00

IRIS PUMILA

Messengers that herald the spring! For the flower shows; for sale as clumps out of pots, baskets, beds; for plantings that will display your "master's touch" to your customers, use the Pumila Iris. Brilliant colors, thrive in any soil rich or poor, sun or shade.

	Per 10	Per 100
ATROVIOLEACEA. The earliest of the Pumilas. Rich red purple.	\$2.00	\$15.00
DR. MANN. Fragrant, petunia-violet with smoky falls.	2.00	15.00
EXCELSA. A splendid pale lemon yellow.	1.75	12.50
THE BRIDE. A fine white.	1.75	12.50
WHITE QUEEN. Finest white, early.	1.75	12.50

IRIS GERMANICA — German Iris

ARCTIC. Large white and gold.	2.50	20.00
ARAB CHIEF. Large flowered, burnt orange.	3.50	30.00
AZURE SKIES. Pale lavender blue.	2.50	20.00
BERKELY GOLD. 3 feet. Shining gold color. Tall, large flowered.	3.00	25.00
BLUE SHIMMER. Plicata, white background, dapple blue.	4.00	35.00
CALIFORNIA PEACH. Lustrous pink and apricot.	2.50	20.00
CHANTILLY. Large flowered ruffled, orchid pink.	3.50	30.00
CASCADE SPLENDOR. Unusual blend of pink and tan.	8.00	70.00
GOLDEN SPIKE. Large flower, clear deep golden yellow.	3.00	25.00
GREAT LAKES. Finest blue.	3.00	25.00
MULBERRY ROSE. Deep mulberry rose.	4.00	35.00
MOROCCO ROSE. A fine glowing rich pink.	3.00	25.00
MOUNTAIN SKY. Soft blue suffused yellow.	3.50	30.00
VENUS DE MILO. Good clear white.	2.50	20.00
WABASH. Clear white, falls violet blue.	2.50	20.00

IRIS SIBERICA — Siberian Iris

BLUE CHARM. A beautiful soft sky blue, 48 inches, free bloomer.	1.75	12.00
CAESAR'S BROTHER. A new fine blue.	1.75	12.00
LADY NORTHCLEFFE. Rich, deep bright violet, veined white throat.	1.75	12.00
SNOW QUEEN. Pure white, best of them all.	2.25	18.00

LYTHRUM

PURPLE LOOSESTRIPE

ROSEUM SUPERBUM. Deep rose, four feet tall, floriferous. Particularly useful in extremely wet location. Sun or shade.

Per 10, \$2.25; Per 100, \$18.00

MONARDA OR BERGAMOT

OSWEGO TEA

DIDYMA, CROFTWAY PINK. A most appealing rich rose-pink. Hardy and free blooming. Like other Bergamots, it presents an irresistible attraction for hummingbirds. Does well in shady gardens and is excellent for cutting.

Per 10, \$2.00; Per 100, \$15.00

DIDYMA ROSEA. Brilliant deep rose flowers are produced from June until August. A good plant for wild garden as well as border use. Grows 2½ feet.

Per 10, \$2.00; Per 100, \$15.00

DIDYMA, HYBRIDA SUNSET. A great advance. Color is a brilliant mahogany red. This quality, combined with the spicy fragrance, makes it both excellent for cutting and the border.

Per 10, \$2.50; Per 100, \$20.00

MATRICARIA

GOLDEN BALL. Dwarf golden yellow plant. Forms a mass of blooms, 10 in.

Per 10, \$2.00; Per 100, \$15.00

DWARF DOUBLE SNOWBALL. Dwarf compact bushy plants excellent for borders. A mass of double white flowers throughout late summer and early fall. 12 inches.

Per 10, \$2.00; Per 100, \$15.00

MYOSOTIS

FORGET-ME-NOTS

PINK BEAUTY. New True Pink. Large prolific and free flowering pink forget-me-nots. Absolutely hardy, it harmonizes beautifully with the blue variety. It bears its flowers continuously from June to September.

Per 10, \$2.25; Per 100, \$18.00

PACHYSANDRA

TERMINALIS. Ground covering plant, averaging 6 to 8 inches in height and branching freely into a dense mat. Its shapely indented foliage is practically evergreen. It bears small spikes of light colored flowers during May and June. As a border for walks and drives it is most attractive; also splendid for steep in sun or shade and for dense shade under any kind of trees.

2¼" Pots, Per 10, \$2.00; Per 100, \$15.00

PENTSTEMON

FIREBIRD. Unusually large flowers of rich crimson on 18 to 24 inch stems. Maintains good flower character from June until frost. As a cut flower it holds up exceptionally well.

Per 10, \$2.50; Per 100, \$20.00

GARNET. Flower size and plant habit is quite similar to Firebird. Deep garnet-red blooms on 18 inch stems.

Per 10, \$2.50; Per 100, \$20.00

PINK BEAUTY. Flower spikes 30 inches high, pure pastel pink, are borne in profusion. The silvery sheen in the foliage and in the bloom makes it a beautiful garden and cut flower variety.

Per 10, \$2.25; Per 100, \$18.00

ROSE ELF. A lovely clean shell-pink. A beautiful cutflower; one of the outstanding new and good plants; makes a delightful companion to Gypsophila.

Per 10, \$2.50; Per 100, \$20.00

PEONIES

We are in the position to offer an exceptional value in high quality 3-5 eye peony divisions this season. We have to move our entire plantings to coincide with our crop rotation program. Please note these fine values and be sure to place your order early, because we do not except them to last long at these prices.

	Per 10	Per 100	1000
CHESTINE GOWDY. Crown type; late midseason. The broad outer petals are silvery pink. These enclose a zone of five irregularly shaped petals of deep rich cream, which in turn surround a prominent cone of broad pink petals splashed and tipped with crimson.	4.50	\$35.00	\$
EDULIS SUPERBA. Extra early, crown type, old-rose pink. Indispensable as an extra early deep pink commercial cut-flower.	4.50	35.00	
MADAM CROUSSE. Its flowers are medium to large in size, globular crown type. In color, it is uniform pure white, with the center petals occasionally flecked crimson.	4.50	35.00	
MME. DUCEL. Bomb type, medium shade with silvery reflex. Very desirable and a strong grower.	4.00	35.00	275.00
MME. JULES DESSERT. Large, flat semi-rose type. Flowers are delicate flesh pink, shading to straw white.	4.50	35.00	
MONS JULES ELIE. Bomb type, early mid-season. Often called the King of all Peonies. Color is a glossy lilac-pink shading to a deeper rose at the base. The entire flower is overlaid with a heen of silver. Ideal for cut flowers.	4.00	35.00	275.00
PRINCESS BEATRICE. Large compact, high crown. Guards and crown a light violet-rose, collar cream-white, center flecked crimson. Fragrant. Strong grower, medium height and blooms midseason.	5.00	35.00	275.00
VELOUTINE. Tulip-like, tyrain-purple, with velvety reflex.	4.00	35.00	275.00
MIXED. Contains many of the best Reds, Whites and Pinks, both singles and doubles.	3.00	25.00	200.00

POPPIES

	Per 10	Per 100
AMBER GLOW. A fine poppy, pure amber, large flowers atop a sturdy stem.	\$2.75	\$22.50
BARR'S WHITE. Large pure white flowers with purplish black spots. Really the only good-growing free flowering white.	3.50	30.00
BEAUTY OF LIVERMERE. The finest. Dark crimson with a black blotch for accent. Tremendous producer.	2.75	22.50
LACHS KONIGEN. One of the finest, strongest growing deep salmon-pinks.	2.50	20.00

	Per 10	Per 100
LITTLE SHRIMP. Small shrimp-like flowers without spots. A real gem.	2.25	18.00
PURITY. Pure soft pink without any spots or markings. Very fine.	2.25	18.00
SASS PINK. A pure pink poppy in the best tradition. Flesh color, brightly spotted, vigorous grower.	2.25	18.00
TOREADOR. Carmine-red, huge 9-inch flowers with delightfully crinkled edges, borne on sturdy 30-inch stems.	3.50	30.00

HARDY PHLOX

	Per 10	Per 100
AFRICA. Brilliant carmine red with blood-red eye	\$2.25	\$18.00
AMERICAN BEAUTY. Bright salmon-pink, strong growing, large heads	2.25	18.00
BRIGADIER. New English introduction. Carmine red with claret-pink shading. The eye is small and clear red.	2.75	22.50
B. COMPTE. Tall growing variety producing large heads of rich satiny amaranth flowers. Very brilliant. Looks well planted close to a yellow-flowering plant	2.25	18.00
CHARLES CURTISS. Beautiful sunset red	2.25	18.00
DIXIE. Low, light pink	2.00	15.00
DR. CHAS. MAYO. White with crimson eye	2.00	15.00
GOLIATH. Large royal scarlet	2.25	18.00
JEANNE D'ARC. Pure white, bluish pink eye	2.00	15.00
LILLIAN. Lovely pure pink without any trace of magenta or rose. The florets are large, the flower heads are good size and are borne in remarkable profusion	2.25	18.00
MARGARET. Clear deep pink, strong grower	2.25	18.00
MARY LOUISE. Pure, glistening, snow-white heads of unusually large size	2.25	18.00
MISS LINGARD. Pearly white flower, with delicate pink eye, very remarkable bloomer producing two or three crops of flowers during the season; indispensable producing as a cut flower for florists' use. It is the best early white Phlox known. Heavy field grown	2.25	18.00
MOUNT HOOD. Large pure white flower in broad clusters. Medium tall	2.25	18.00
PAINTED LADY. Silvery pink with salmon shadings and cherry red eye	2.25	18.00
PINK CHARM. Bright clear pink with a scarlet sheen. Many branches after the first season of growth. Good grower of medium height	2.25	18.00
PRIME MINISTER. White clear crimson eye	2.00	15.00
PROGRESS. Blue with a white eye	2.00	15.00
RUBY LEE. The large flowers are plum red large panicles, strong thick stem, heavy foliage	2.25	18.00
REDBIRD. Crimson red with deep red centered florets	2.25	18.00
WHITE ADMIRAL. New, produces beautiful snow-mounds of pure white flowers on enormous heads. Excellent late bloom. 2½ feet	2.50	20.00
WORLD PEACE. Large, pure white; strong grower	2.50	20.00

PHLOX SUBULATA

MOSS PINKS

ATROPURPUREA. A distinct form of Phlox subulata, a very free bloomer; strong grower and of the color of Phlox decussata, B. Compote, with a slightly darker eye. When in bloom it stands out strikingly and can be distinguished by its deeper red from any other form of Subulata.

Per 10, \$2.25; Per 100, \$18.00

BLUE EMERALD CUSHION. The pure, sky blue sport of Emerald Cushion.

Per 10, \$2.25; Per 100, \$18.00

EMERALD CUSHION. A close compact foliage, even better in character than the Vivid. Extremely floriferous, it has the longest blooming season in the family. Florets of unusual size, color a pure, unbleached pink.

Per 10, \$2.25; Per 100, \$18.00

FAVORITE. (Alexander). A pure rose in silver shade, really different, a standout in the block planting. It is new now, but a leader in sight sales from our assortment. You will like its vigorous nature.

Per 10, \$2.50; Per 100, \$20.00

LILACINA. A strong growing, creeping variety suitable for bold masses in the rockery, completely covered with light lilac flowers in May; the foliage is lovely in winter.

Per 10, \$2.00; Per 100, \$15.00

ORCHID LADY. One of the best new colors in Subulata Phlox. About the earliest bloomer, pure orchid-pink with a deep violet eye, no trace of magenta. Large florets.

Per 10, \$3.00; Per 100, \$25.00

ROSE UNIQUE. (Alexander). Cross Brittoni and Subulata Hybrids. This one is new and completely different. It is so graceful and fragile that it suggests delicacy, yet is completely hardy under all conditions. Spurred, compact, and tending upright, color bright clear pink, carries a symmetric star in bright red right in the eye.

Per 10, \$2.50; Per 100, \$20.00

WHITE DELIGHT. Largest white in existence today. Exceptionally large flower, on bright green foliage.

Per 10, \$3.00; Per 100, \$25.00

PHLOX SPECIES

DIVARICATA. Large fragrant lavender flowers in April and May. Shade lover for woody naturalization.

Per 10, \$2.00; Per 100, \$15.00

AMOENA. Beautiful spring flowering Phlox. Its beautiful clear pink flowers are borne in great profusion, upright, in bush form on stems 12 inches high in May. Very fine for bordering.

Per 10, \$2.00; Per 100, \$15.00

PHYSALIS

JAPANESE LANTERN

FRANCHETI. A big money maker that will yield more than any other outside crop. The fruits are becoming more popular each year for decorative purposes in the early fall and winter. The color of these lantern fruits is orange-vermillion and are ever-lasting after drying. Single plants produce as many as thirty lanterns that sell readily in any flower market.

Per 10, \$2.00; Per 100, \$15.00

PHYSOSTEGIA

FALSE DRAGONHEAD

GRANDIFLORA ROSY SPIRE. Grows from 18-24 inches with large heads of bright violet mauve flowers. Very desirable for cutting.

Per 10, \$2.00; Per 100, \$15.00

SUMMER SNOW. In all its characteristics, it resembles the medium tall Rosy Spire. Flowers are glistening pure white and admirably suited to cutting.

Per 10, \$2.00; Per 100, \$15.00

PLUMBAGO

LEADWORT

LARPENTAE. One of the most desirable border and rock plants. It is of dwarf, spreading habit, growing 6 to 8 inches high, covered with deep blue flowers during the summer and fall. The flowers are borne in small clusters just above the foliage. Does well in the rock garden in full sun or light shade.

Per 10, \$2.50; Per 100, \$20.00

PLATYCODON

BALLOON FLOWER — XXX F.G.

DOUBLE BLUE. 3 inch blooms, about 95% true. Per 10, \$1.75; Per 100, \$12.50

DOUBLE WHITE. Pure white, true stock, very free.

Per 10, \$1.75; Per 100, \$12.50

GRANDIFLORA ALBA.

Per 10, \$1.75; Per 100, \$12.50

MARIESI. Blue or white separate, dwarf. Per 10, \$1.75; Per 100, \$12.50

SHELL-PINK. Deep rose venation.

Per 10, \$1.75; Per 100, \$12.50

POLYGONUM

DWARF LACE PLANT

REYNOUTRIA. One of the finest dwarf ground covers. Thrives in any soil, hovers 4 to 8 inches, blooms airy pink sprays. Foliage deep green all summer, bronze red in the fall and winter.

Per 10, \$3.50; Per 100, \$30.00

POTENTILLA

WARRENSI. Splendid, large bright flowers of deepest glossy yellowness, carried for months over foliage of dark green.

Per 10, \$2.25; Per 100, \$18.00

PRIMULA

COLOSSEA MIXED. 1¾ inch across. The range of colors is most remarkable, including many quite new shades of lilac, pink, copper as well as the darkest red.

Per 10, \$2.25; Per 100, \$18.00

VERIS MARTIN'S SELECT HYBRIDS. Fine quality flowers and a good balanced mixture of colors which is often desired in mass plantings.

Per 10, \$2.25; Per 100, \$18.00

V AND R PACIFIC STRAIN. Wide, clear color range. Tall stems and large flowers make it perfect for cutting, specimens in the border, or for edgings. These plants transplanted develop in your planting very uniformly. White, gold, scarlet, pink blends, pastel blue, violet, deep rose.

Pots—Per 10, \$2.25; Per 100, \$18.00

PYRETHRUM

ROSE MIST. Brand new introduction that really merits your consideration. Sturdy 2 foot stems hold exceptionally large flowers. Silvery mist-like appearance is rendered by the silver tips of the petaloids in the full, double crested, rose center, surrounded by a symmetrical row of rose-carmine petals. Really a good one with only a limited supply available.

Per 10, \$3.00; Per 100, \$25.00

PRIVET

VICARY. A highly popular dwarf golden privet, noted for its uniform growth and self branching qualities, is available from our fields in nice strong, one year stage. Spring reservations on 2-in. pot plants will also be accepted at this time.

F.G. — Per 10, \$3.00; Per 100, \$25.00
Per 10, \$2.25; Per 100, \$18.00

RUDBECKIA

GOLDEN GLOW. Masses of large, double, golden-yellow flowers in late summer.

Per 10, \$2.00; Per 100, \$15.00

GOLDEN GLOBE. New. A truly outstanding form. Flowers a perfect globe, 3" in diameter, borne in profusion on stems 24-30" tall. Foliage is a miniature of the rugged Golden Glow. Thoroughly tested for hardiness and public appeal.

Per 10, \$2.00; Per 100, \$15.00

SCABIOSA

PINCUSHION

GT. ISAAC HOUSE HYBRIDS. A fine strain of extra large flowered blue shades.

Per 10, \$2.00; Per 100, \$15.00

SEDUM

ACRE. (Wall Pepper; Mossy Stonecrop). A pretty species for rockwork; well known and considerably used. Foliage green; flowers bright yellow; prostrate and slowly spreading. 2 inches. May-June.

Per 10, \$2.00; Per 100, \$15.00

SPURIUM COCCINEUM. Flowers rosy crimson. 6 inches. July and August. Very good.

Per 10, \$2.00; Per 100, \$15.00

KAMTSCHATICUM. Orange-yellow flowers, with prostrate, green foliage turning golden in autumn.

Per 10, \$2.00; Per 100, \$15.00

SARMENTOSUM. Excellent dwarf variety for rockeries or border edgings. The best Sedum for filling seams between rocks in wall garden; rapid grower. Its bright yellow flowers make an attractive soft carpet. June, July.

Per 10, \$2.00; Per 100, \$15.00

SPECTABILE BRILLIANT. Erect growing mass of rose colored flower heads 18 inches high. August and September.

Per 10, \$2.00; Per 100, \$15.00

SPECTABILE WHITE. A white form of the above.

Per 10, \$2.50; Per 100, \$20.00

SPURIUM DRAGONS BLOOD. Outstanding for the rock garden and dry wall. Foliage deep, reddish bronze, with blood red flowers June thru October.

Per 10, \$2.25; Per 100, \$18.00

STOKESIA

CORNFLOWER ASTER

BLUE DANUBE. (Super Blue). New, and a wonderful advance in this family. Growth is stronger, flowers more profuse, and color brighter than anything we have seen in Stokesia. Supply is extremely limited.

Per 10, \$2.50; Per 100, \$20.00

CYANEA. Rich green leaves, azure blue flowers with finely divided petals. Good for cutting. Blooms in July.

Per 10, \$2.00; Per 100, \$15.00

SILVER MOON. A new white form of Blue Moon.

Per 10, \$2.50; Per 100, \$20.00

STATICE

GREAT SEA LAVENDER

LATIFOLIA. A most valuable plant either for the border or rockery with leathery leaves and immense candelabra-like heads, frequently 1½ feet high and 2 feet across, of purplish-blue minute flowers during July and August; these, if cut and dried, will last in perfect condition for months.

Per 10, \$2.25; Per 100, \$18.00

TEUCRIUM CHAMAEDRYS

POPULAR PERENNIAL HEDGE

Since its merits have been recognized, scarcely a perennial border is complete without the neat green definition lent by a Teucrium hedge. Leaves a bright glossy green, myriads of stems rising 8 to 12 inches high, the Teucrium hedge may be trimmed formally by the fastidious or allowed to grow as it will in which case its natural dignity is formal enough for most of us.

Per 10, \$2.25; Per 100, \$18.00

THERMOPSIS

CAROLINIANA. A lovely lupine-like plant with rich green foliage, growing about two feet high. In June and July, yellow pea-like flowers are produced in racemes six to twelve inches long. The general appearance is that of a yellow lupine.

Per 10, \$2.25; Per 100, \$18.00

THYMUS

LANUGINOSUS (Woolly Leaved). A species of Thyme with small, roundish leaves and rosy lilac flowers. It is a desirable plant for edgings or in rock work.

Per 10, \$2.25; Per 100, \$18.00

TRADESCANTIA

SPIDERWORT

BLUE STONE. One of the prettiest. Glistening light blue flowers in profusion.

Per 10, \$2.00; Per 100, \$15.00

LEONORA. The very fine flowers are a deep rich glowing violet.

Per 10, \$2.00; Per 100, \$15.00

JAMES CRAWFORD WEGUELIN. A plant 18 inches high with large flowers of a uniform light azure blue that is very pleasing.

Per 10, \$2.00; Per 100, \$15.00

JAMES STRATTON. A variety with large flowers 2½ inches from tip to tip, in color deep delphinium mauve, slightly shaded with rose.

Per 10, \$2.00; Per 100, \$15.00

PURPLE DOME. Vividly brilliant purple flowers which sparkle with life in sunlight. Fine grower and it flowers freely. Considered the most spectacular one of the entire collection.

Per 10, \$2.00; Per 100, \$15.00

TRITOMA

RED HOT POKER

MARTIN'S NEW HYBRIDS-SUPER HARDY. A result of years of work, this new one seems to withstand any condition of weather and more of a damp location than any Tritoma in existence today. In our fields, we have them in any stage of growth from 5 year units to summer divisions and all are successful. Flower stems are sturdy and strong and the colors range from pale yellow to deep orange, all bright. A very worthwhile cut flower and a guaranteed hardy garden item.

Per 10, \$2.50; Per 100, \$20.00

ALCAZAR. A deeper orange-red than is ordinarily found in Tritomas. Tall, stately, straight spikes on healthy foliage plants that produce regularly all summer if kept cut.

Per 10, \$2.50; Per 100, \$20.00

GOLDEN STREAM. Bright pure yellow.

Per 10, \$2.50; Per 100, \$20.00

PFITZERI. The rich orange flowers are always in big demand on the cut flower markets. If grown in fairly rich soil, a plant will produce several first class quality flowers. Tritomas should be included in every planting of summer cut flowers.

Per 10, \$2.25; Per 100, \$18.00

WHITE GIANT. The best variety for florists. Blooms all summer if cut regularly. Tall 3 foot stems bearing spires of ivory white. Appear as cream white blooms of magnificent beauty from July to October.

Per 10, \$2.75; Per 100, \$22.50

VALERIANA

COCCINEA. Showy heads of old rose flowers in umbels on 12-inch stems just above the rich green foliage, are produced from June until October. A splendid plant for bold effects in the wall or rock garden; plants, if too large, may be severely cut back without damage. Total height about 2 feet.

Per 10, \$2.00; Per 100, \$15.00

COCCINEA ALBA. White of the above.

Per 10, \$2.00; Per 100, \$15.00

VERONICA

SPEEDWELL

BLUE PETER. The flower spikes are of deepest navy on stiff stems about 15 to 18 inches tall. This variety will replace Blue Spire as soon as it is better known because of its better color and far superior habit of growth and floriferousness. A heavy bloomer and of easy culture.

Per 10, \$2.50; Per 100, \$20.00

INCANA. Deep blue flowers with silvery foliage. The silver is lost in the foliage leaving them a clean apple green, flowers to 14 inches appear freely.

Per 10, \$2.25; Per 100, \$18.00

INCANA HEAVENLY BLUE. Our selection of this favorite type. Foliage less silvery, but a much greater size, flowers deep blue, 14 inch stems, the appearance is generous in any planting.

Per 10, \$2.00; Per 100, \$15.00

VIOLET ODORATA

PRINCESS OF WALES. Single, sweet-scented, rich, deep purple flowers. Valuable for greenhouse forcing as well as outdoor planting.

Per 10, \$2.25; Per 100, \$18.00

ROYAL ROBE. This glorious variety is the premium in today's assortment. Flowers are a lustrous shade of deepest violet, exceedingly fragrant, and open flat like a pansy. Valuable for cutting, and truly different in any garden.

Per 10, \$2.00; Per 100, \$15.00

WHITE WONDER. (Var. The Czar). Large, single, pure white, with faint blue and yellow tinting. Very fragrant.

Per 10, \$2.25; Per 100, \$18.00

HARDY VINCA

MYRTLE

MINOR. A trailing, evergreen plant, used extensively for carpeting the ground under shrubs or trees or on graves where it is too shady for grass or other plants to thrive.

Per 10, \$1.75; Per 100, \$12.00

VIOLAS

ADMIRATION. Masses of large flowers, rich violet	\$2.00	\$15.00
ARKWRIGHT RUBY. Bright ruby crimson with central markings	2.00	15.00
BLUE PERFECTION. Bright blue, large flowered	2.00	15.00
CATHERINE SHARP IMPROVED. A completely hardy Viola with flowers of the richest violet blue. This is a superlative type, and should be grown as a company to Jersey Gem for sale to the most discriminating buyers. In small pots, they will flower continuously in a cool house and make a perfect gift item all winter	2.25	18.00
CHANTREXLAND. Large flowered apricot, compact	2.00	15.00
ILONA. Large flowered wine red	2.00	15.00
JERSEY GEM. The peerless Viola that blooms from April until snow, rich, dark violet color, with long stems and a delicious fragrance. It is perfectly hardy. Our propagations are from the original stock planted from divisions	2.00	15.00
LUTEA SPLENDENS. Tawny, golden yellow in semi-cascade	2.00	15.00

These plants are not to be considered in comparison with offerings of seedlings, sliver cut divisions, etc. Each one that you will receive will be at the exhibition standard, ready for full performance in its first season with you or with your customer. With these, you do not have to do the tedious job of lining out, working a year, standing a high percentage of loss that must necessarily occur when an item is too fine to survive the shipping interval and transplanting shock. They are ready NOW to do the job that you want them to do — yield bright, full exhibitions in your customer's gardens, yield full catch-cash cut flower crops. To buy less than the standards listed here is a deceiving, false economy! There is thirty-two years of experience and thoughtful calculations standing behind every plant that will be shipped to you.

CASH WITH ORDER DISCOUNT—2% on Orders \$10.00 and up

THE JOSEPH F. MARTIN CO., INC., PAINESVILLE, OHIO

Handy Order Blank

For The

HARDY PLANTS

Discount 2% For Cash With Order

Ship To _____

Street _____

City _____ State _____

Via _____

Date _____

Preferred _____

Delivery Date _____

PRICES ARE FOR FIELD GROWN PLANTS UNLESS MARKED P FOR POTS

Qty.	25 of ea. at 100 rate 5 of ea. at 10 rate	Amt.	Qty.	25 of ea. at 100 rate 5 of ea. at 10 rate	Amt.	Qty.	25 of ea. at 100 rate 5 of ea. at 10 rate	Amt.	Qty.	25 of ea. at 100 rate 5 of ea. at 10 rate	Amt.
GENERAL LIST											
	SUNNY HONEY 10-\$4.00 100-\$35.00			BUTTERCUP 10-\$4.00 100-\$35.00			DRAGON LADY 10-\$2.25 100-\$18.00			GENERAL BRADLEY 10-\$2.50 100-\$20.00	
	ADMIRATION 10-\$4.00 100-\$35.00			CALUMET 10-\$4.50 100-\$40.00			DWIGHT DOUGLAS 10-\$3.00 100-\$25.00			GEN. MAC ARTHUR 10-\$2.50 100-\$20.00	
	AGLOW 10-\$4.00 100-\$35.00			CANDLELIGHT 10-\$2.00 100-\$15.00			EARLY CRIMSON 10-\$2.75 100-\$22.50			GENERAL MARSHALL 10-\$2.50 100-\$20.00	
	ALABASTER 10-\$2.50; 100-\$20.00			CANARY WONDER 10-\$2.25 100-\$18.00			EARLY PASTEL 10-\$4.00 100-\$35.00			GENISTA 10-\$3.00 100-\$25.00	
	ALEX CUMMINGS 10-\$2.75 100-\$22.50			CARNIVAL 10-\$2.25 100-\$18.00			EARLY WONDER IMPROVED 10-\$2.50 100-\$20.00			GOLDEN SURPRISE 10-\$2.50 100-\$20.00	
	ALGONQUIN 10-\$2.00 100-\$15.00			CECIL BEED 10-\$2.50 100-\$20.00			EDITH 10-\$3.50 100-\$30.00			GOLDEN SUNSET 10-\$2.50 100-\$20.00	
	ALLEGRO 10-\$2.00 100-\$15.00			CENTURY 10-\$2.50 100-\$20.00			ELAINE 10-\$4.00 100-\$35.00			GONDOLIER 10-\$3.50 100-\$30.00	
	APACHE 10-\$3.00 100-\$25.00			CHARLES NYE 10-\$2.25 100-\$18.00			ELIZABETH HOOD 10-\$2.25 100-\$18.00			HEARTSTRINGS 10-\$3.50 100-\$30.00	
	ARAPAHOE 10-\$2.50 100-\$20.00			CHIPPEWA 10-\$2.25 100-\$18.00			ELSIE 10-\$2.50 100-\$20.00			HOLIDAY 10-\$3.00 100-\$25.00	
	ARGONNE 10-\$2.75 100-\$22.50			CHIKUITA 10-\$2.00 100-\$15.00			ENTERPRISE 10-\$2.50 100-\$20.00			HUNTSMAN 10-\$2.50 100-\$20.00	
	ARISTOCRAT 10-\$4.50 100-\$40.00			CHORALE 10-\$2.25 100-\$18.00			ERMINE 10-\$2.25 100-\$18.00			IVORY GLOW 10-\$2.50 100-\$20.00	
	AYALANCHE 10-\$2.75 100-\$22.50			CHRIS COLUMBUS 10-\$2.25 100-\$18.00			FASCINATION 10-\$2.75 100-\$22.50			JAMES STEWART 10-\$2.50 100-\$20.00	
	BETTY 10-\$2.25 100-\$18.00			CROWNING GLORY 10-\$4.00 100-\$35.00			FINGER LAKES 10-\$2.25 100-\$18.00			JAYEFF 10-\$2.50 100-\$20.00	
	BIRETTA 10-\$2.75 100-\$22.50			CROWN JEWEL 10-\$3.00 100-\$25.00			FIRE ENGINE 10-\$2.25 100-\$18.00			JEWELRY 10-\$2.25 100-\$18.00	
	BRIGADIER 10-\$3.00 100-\$25.00			DAWNROSE 10-\$2.75 100-\$22.50			FLAMBOYANT 10-\$4.50 100-\$40.00			JUDITH ANDERSON 10-\$2.25; 100-\$18.00	
	BRONZE PYRAMID 10-\$2.00 100-\$15.00			D. D. AHRENS 10-\$2.25 100-\$18.00			FLAXEN BEAUTY 10-\$2.25 100-\$18.00			KATHLEEN LEHMAN 10-\$3.50 100-\$30.00	
	TOTAL COLUMN 1			DEFIANCE 10-\$2.25 100-\$18.00			FORTUNE 10-\$3.50 100-\$30.00			KAY TASHIMA 10-\$2.75 100-\$22.50	
				TOTAL COLUMN 2						TOTAL COLUMN 4	

Qty.	25 of ea. at 100 rate 5 of ea. at 10 rate	Amt.	Qty.	25 of ea. at 100 rate 5 of ea. at 10 rate	Amt.	Qty.	25 of ea. at 100 rate 5 of ea. at 10 rate	Amt.	Qty.	25 of ea. at 100 rate 5 of ea. at 10 rate	Amt.
	KRISTINA 10-\$2.00 100-\$15.00			RED COAT 10-\$2.50 100-\$20.00			CANDY 10-\$3.00 100-\$25.00			SNOWBIRD 10-\$4.00 100-\$35.00	
	LAVENDER LADY 10-\$2.50 100-\$20.00			RED DIAMOND 10-\$2.50 100-\$20.00			CHOPIN 10-\$4.00 100-\$35.00			SPARKLE 10-\$2.50 100-\$20.00	
	LAVENDER PRINCESS 10-\$2.25 100-\$18.00			RED DOTY 10-\$2.00 100-\$15.00			CODY 10-\$2.75 100-\$22.50			STAR BRIGHT 10-\$3.50 100-\$30.00	
	LEE POWELL 10-\$2.50 100-\$20.00			RED FEATHER 10-\$2.25 100-\$18.00			CORAL SEA 10-\$2.00; 100-\$15.00			STAR GLORY 10-\$3.50 100-\$30.00	
	LESHARA 10-\$2.75 100-\$22.50			REVERIE 10-\$3.00 100-\$25.00			CUTIE 10-\$2.00; 100-\$15.00			SUNBEAM 10-\$2.00; 100-\$15.00	
	MADAME CADILLAC 10-\$2.75 100-\$22.50			ROSITA 10-\$2.00 100-\$15.00			DELUXE RED CUSHION 10-\$2.00 100-\$15.00			TECUMSEH 10-\$3.00 100-\$25.00	
	MAGNIFICENT 10-\$2.50 100-\$20.00			ROYAL ROBE 10-\$3.00 100-\$25.00			DIXIE WHITE CLOUD 10-\$3.00 100-\$25.00			TRANQUILITY 10-\$4.00 100-\$35.00	
	MAJOR BOWES 10-\$2.75 100-\$22.50			RUBY POMPOM 10-\$2.25; 100-\$18.00			EARLY JOAN HELEN 10-\$2.25 100-\$18.00			VIOLET STAR 10-\$3.00 100-\$25.00	
	MALINDA BROWN 10-\$2.25 100-\$18.00			RUSTY RED 10-\$2.75 100-\$22.50			EARLY LAVENDER 10-\$4.00 100-\$35.00			W. P. SNYDER 10-\$2.00; 100-\$15.00	
	MARGIE 10-\$2.50 100-\$20.00			SEPTEMBER DAWN 10-\$2.00; 100-\$15.00			EUGENE A WANDERER 10-\$2.50 100-\$20.00			YELLOW SUPREME 10-\$2.25 100-\$18.00	
	MASQUERADE 10-\$2.25 100-\$18.00			SEPTEMBER WINE 10-\$2.00; 100-\$15.00			GOLDEN CARPET 10-\$2.75 100-\$22.50			NOVEL SPOONS	
	MIGUEL 10-\$2.50 100-\$20.00			SILVER PLATE 10-\$3.00 100-\$25.00			GOLDEN MOUND 10-\$2.75 100-\$22.50			BLUSH WHITE 10-\$2.50 100-\$20.00	
	MING 10-\$2.75 100-\$22.50			SILVER SHEEN 10-\$2.75 100-\$22.50			JUBILEE 10-\$3.50 100-\$30.00			FUCHSIA SPOON 10-\$2.50 100-\$20.00	
	MISS LACE 10-\$2.75 100-\$22.50			SINCERITY 10-\$2.00 100-\$15.00			MAJOR CUSHION 10-\$2.50 100-\$20.00			IVORY SPOON 10-\$2.50 100-\$20.00	
	MISTY MAID 10-\$2.25 100-\$18.00			SKI TRAIL 10-\$2.50 100-\$20.00			MARTIN'S WHITE 10-\$3.00 100-\$25.00			LOVELINESS SPOON 10-\$2.50 100-\$20.00	
	MOONBEAMS 10-\$2.25 100-\$18.00			SUCCESS 10-\$3.00 100-\$25.00			MARTIN'S YELLOW 10-\$4.00 100-\$35.00			ORCHID SPOON 10-\$2.00; 100-\$15.00	
	MURMURS 10-\$3.00 100-\$25.00			SUNAPE 10-\$2.00 100-\$15.00			MAHOGANY CUSHION 10-\$3.00 100-\$25.00			PUMPKIN SPOON 10-\$2.00 100-\$15.00	
	MY LADY 10-\$2.50; 100-\$20.00			SUNSTONE 10-\$4.00 100-\$35.00			MEADOW GOLD 10-\$3.00 100-\$25.00			REMEMBER ME 10-\$2.00 100-\$15.00	
	MYRTLE WALGREEN 10-\$3.00 100-\$25.00			TIME 10-\$2.75 100-\$22.50			MISCHIEF 10-\$3.50 100-\$30.00			ROSE SPOON 10-\$2.00 100-\$20.00	
	NABOB 10-\$2.25 100-\$18.00			VISION 10-\$4.00 100-\$35.00			NANKEEN 10-\$2.50 100-\$20.00			YELLOW SPOON 10-\$2.00; 100-\$15.00	
	OSCEOLA 10-\$2.25 100-\$18.00			WHITE BOUNTY 10-\$2.75 100-\$22.50			ORCHID HELEN 10-\$2.25 100-\$18.00			TOTAL COLUMN 8	
	OLIVE LONGLAND 10-\$2.25; 100-\$18.00			WHITE CLOUD 10-\$2.25 100-\$18.00			ORCHID STAR 10-\$4.00 100-\$35.00			TO TOTAL COLUMNS	
	OLD LAVENDER 10-\$4.00 100-\$35.00			WHITE DOTY 10-\$2.50 100-\$20.00			ORLOMA 10-\$2.50 100-\$20.00				
	ORPHEUS 10-\$3.00 100-\$25.00			WHITE WONDER 10-\$2.25 100-\$18.00			OSTOSA 10-\$3.50 100-\$30.00			COL. 1 \$	
	ORSONA 10-\$3.00 100-\$25.00			YELLOW AVALANCHE 10-\$2.50 100-\$20.00			PONCA 10-\$3.00 100-\$25.00			COL. 2 \$	
	PATHFINDER 10-\$2.75 100-\$22.50			YELLOW BLANKET 10-\$2.25 100-\$18.00			POWDER PUFF 10-\$2.00; 100-\$15.00			COL. 3 \$	
	PATRICIA LEHMAN 10-\$2.50 100-\$20.00			YELLOW JEWEL 10-\$2.50; 100-\$20.00			RED CLOUD 10-\$2.25 100-\$18.00			COL. 4 \$	
	PEGGY ANN HOOVER 10-\$2.00 100-\$15.00			CUSHIONS			RED CUSHION 10-\$2.00 100-\$15.00			COL. 5 \$	
	PEPITA 10-\$2.00 100-\$15.00			AUTUMN GOLD 10-\$2.00 100-\$15.00			REMEMBRANCE 10-\$2.75 100-\$22.50			COL. 6 \$	
	PERFECTION 10-\$3.00 100-\$25.00			AUTUMN SONG 10-\$3.00 100-\$25.00			ROUGE CUSHION 10-\$3.50 100-\$30.00			COL. 7 \$	
	PETRISIAN MAUVE 10-\$3.50 100-\$30.00			BONNIE BRIDE 10-\$4.00 100-\$35.00			SALUTE 10-\$3.00 100-\$25.00			COL. 8 \$	
	PLAINSMAN 10-\$3.50 100-\$30.00			BOWL O'GOLD 10-\$4.00 100-\$35.00			SEPTEMBER CHEER 10-\$2.50 100-\$20.00			GROSS \$	
	POLAR ICE 10-\$2.00; 100-\$15.00			TOTAL COLUMN 6			SEPTEMBER CLOUD 10-\$2.00 100-\$15.00			Less 2% FOR CASH \$	
	TOTAL COLUMN 5						TOTAL COLUMN 7			NET \$	

Please indicate if substitution of a similar or better variety is permissible. ☐ Yes ☐ No

-:- Hardy Chrysanthemums -:-

U. S. TOP LIST—220 VARIETIES

FIELD GROWN CHRYSANTHEMUMS ARE SAFE

Based on observations that we have made during many years of experience with Hardy Mums, some definite conclusions may be drawn. Most important is the virtual elimination of any prospect of stunt — when you plant a stolon (division) from a stunt free field grown stock plant.

Everybody is entitled to an opinion on stunt. Our theory is that when a Chrysanthemum doesn't receive the benefit of it's natural dormancy and when it has undergone the rigors of intensive forcing (sometimes for a succession of years), the resistance and growing capacity is lessened to such a degree that stunt — and to a certain extent, dormancy — occurs during the season when the best natural development should be taking place.

IT IS MOST ECONOMICAL TO BUY FIELD GROWN CHRYSANTHEMUMS

As a general rule, unless the variety is by nature a restrictive producer, the cost of obtaining Chrysanthemum stock will not exceed 3 cents per unit — normally a great deal less — when field grown plants are purchased and individual stolons are transplanted to the field. Make any comparison and see the BARGAIN!!

IT IS MORE SATISFACTORY TO BUY FIELD GROWN PLANTS

In every respect — uniformity, quality and brilliance of substance — a Chrysanthemum propagated and planted through natural methods is a better plant. It may sound like very simple logic — that is what is intended — isn't that often the best logic?

INTRODUCING

SUNNY HONEY (Martin)

A sparkling new complement ready and worthwhile to take a prominent place in the brightest family under the sun. The flowers are superbly formed, tightly knit, incurved type, deep true yellow. The plant itself is very unique due to the fact that it develops large 3 inch blooms on a low 15 inch plant. An excellent bedding, border or foundation plant that blends well with the current architectural trends. Blooms the 15th of August.

Per 10, \$4.00; Per 100, \$35.00

ADMIRATION. (Bristol) New. Tops in hardiness, tops in beauty. Blend of bright peach, salmon fawn and soft red gold flushes. Full double 3" bloom on heavy sprays. Grows strong as an oak to 2½ ft. September.

HEAVY FIELD GROWN — Per 10, \$4.00; Per 100, \$35.00

AGLOW. (Lehman) New 1954. New quilled pompon of pure orange-peal orange. Early, free flowering, ideal for cut flowers.

HEAVY FIELD GROWN — Per 10, \$4.00; Per 100, \$35.00

ALABASTER. (English). Large pure white with slightly incurved petals. Will grow to five inches across if disbudded.

HEAVY FIELD GROWN — Per 10, \$2.50. Per 100, \$20.00

ALEX CUMMINGS. 1952's wonder Mum. 4 in. flowers, rich pure cerise that gently matures to a delightful rose. 2½ ft. Sept. 30 on.

FIELD GROWN — Per 10, \$2.75; Per 100, \$22.50

ALGONQUIN. A very hardy variety, with healthy foliage. One of the best yellow Mums, producing pure, bright yellow flowers three inches across.

HEAVY FIELD GROWN — Per 10, \$2.00; Per 100, \$15.00

ALLEGRO. Double. Glowing shrimp--pink with coppery salmon sheen. Early October.

HEAVY FIELD GROWN — Per 10, \$2.00; Per 100, \$15.00

APACHE. (Kraus) A brand new full double. Brilliant, dark, fire-cracker red that overcasts with gold at maturity. Four to five inch quilled flowers on a large, spreading, but closely compacted bush. September.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

ARAPAHOE. Flowers bright red with pure bronze reverse. Flowers very large—four to five inch blooms in clusters. Free growing, early, frost resistant. New

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

ARGONNE. Mid-season. 24". A full, rounded button pompon of rich, jewel-like, amaranth purple. Distinctive for its overwhelming mass of bloom on sturdy stems, and its ability to hold that difficult color right through the season until frost.

HEAVY FIELD GROWN — Per 10, \$2.75; Per 100, \$22.50

ARISTOCRAT. (Bristol) New 1954. A rich colorful display of silken shine. On a stately 2 feet, thickly foliated deep green plant, it produces a solid mass of perfectly double 3½ inch blooms of deep cerise overcast claret. Early.

HEAVY FIELD GROWN — Per 10, \$4.50; Per 100, \$40.00

AVALANCHE. Very large white flowers 4 inches across; perfect cut flower type.

HEAVY FIELD GROWN — Per 10, \$2.75; Per 100, \$22.50

ALL PURPOSE CUT AND DECORATIVES — Continued

BETTY. Splendid upright rose-pink without a trace of magenta. One of the finest new pinks.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

BIRETTA. (Kraus) A new, exciting, fully double flowered cardinal red. Fades to pastel and is bright all the way. Tall, upright plant, sturdy to any wind.

HEAVY FIELD GROWN — Per 10, \$2.75; Per 100, \$22.50

BRIGADIER. (DePetris) Oct. 1. Large carmine red pompon. Full double. Solid flower form. Bushy, decorate growth, clean foliage. 20-24 in., strong stemmed. One of the finest new varieties.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

BRONZE PYRAMID. A straight medium tall new variety. Duplex flowers are the high toned orange bronze favorite in the Fall. Dozens of branches straight from the crown without disbudding. Foliage forest green and clean. Perfect cut flower variety.

HEAVY FIELD GROWN — Per 10, \$2.00; Per 100, \$15.00

BUTTERCUP. A beautiful new, early, golden yellow. There can never be too many varieties of this most popular color. A perfectly formed, incurring mass of firm petals on a strong but freely populated stem. This will be popular for years to come.

HEAVY FIELD GROWN — Per 10, \$4.00; Per 100, \$35.00

CALUMET. Brand new, it will long be a favorite of the riotous fall personality parade. Large tightly knit blooms approach 4" are on stems of sturdy good length. It is a shiny Apricot that is distinctive to the Rubellum hybrid parentage. Sprays are a bouquet in themselves. Blooms early, stands without apparent loss of color in early frost and cold.

HEAVY FIELD GROWN — Per 10, \$4.50; Per 100, \$40.00

CANDLELIGHT. Very lovely and graceful, free flowering creamy white. Medium size nicely borne double blossom, 1½-2 feet. September 25th.

HEAVY FIELD GROWN — Per 10, \$2.00; Per 100, \$15.00

CANARY WONDER. Breath-taking new color—soft canary primrose. Perfect 1½ inch pompons in huge sprays on tall 2½ foot plant. Superb for outdoor cut flowers. Excellent seller in bloom, standing like a sentinel in sales fields.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

CARNIVAL. A bright, brilliant mum. A play of bronze, red, and golden bronze shades. Full double, 3 inch flowers carried on slender, nicely branched sprays. Oct. 10.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

CECIL BEED. New. Splendid early full double deep lavender pink. 24 in., freely flowered in branching sprays. Disease and frost resistant.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

CENTURY. New. A medium tall, formally upright plant, produces a prolific cut crop of shaggy golden yellow flowers, generous in size and on broad sprays.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

CHARLES NYE. Developed by Dr. Kraus, University of Chicago — this is by far the finest yellow Pompon to date. Very large deep yellow blooms produced freely in compact clusters. Strong, tidy, 20 inch plant. An outstanding good Pompon.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

CHIPPEWA. Large double bright aster purple, an early one, Sept. 5th, which grows 24 inches high. Tends to fade in the hot sun, but in cool weather the color is beautiful.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

CHIQUITA. Lovely dome-shaped pompon flowers of a deep lemon-yellow shade. Very desirable both for the garden and bouquets.

HEAVY FIELD GROWN — Per 10, \$2.00; Per 100, \$15.00

CHORALE. Biscuit shaped flowers of light Phlox Pink. After a long last, it ages to a startling chalk white. Blooms from September to frost. New.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

CHRIS COLUMBUS. New, outstanding ivory-white. Large, double blooms from late September on; excellent for cutting.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

CROWNING GLORY. (Lehman). New 1954. Outstanding new flower of Spanish-orange overcast with coral, darker at center. Strong, upright plant. Blooms September. 25. 30" tall.

HEAVY FIELD GROWN — Per 10, \$4.00; Per 100, \$35.00

CROWN JEWEL. (Kraus) New. 3-inch flat currant-red flowers with a brilliant sheen. Strong sturdy free blooming plant. September.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

DAWNROSE. D. (Kraus). Grenadine-pink to bittersweet-pink, lightening to clear, bright flesh-color at margin. 24" October 15.

HEAVY FIELD GROWN — Per 10, \$2.75; Per 100, \$22.50

DEE DEE AHRENS. Medium, compact, full flowering shaggy white. It is among the finest for cutting or decorative planting. Sept. 1st.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

DEFIANCE. D. (Kraus). A bold flower of intense golden yellow with twilled petals. Exceptionally firm substance. Strong, upright plant with excellent cutting stems. 26 inch, Sept. 17.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

DRAGON LADY. A new mum-color too—a satin smooth Chinese Red, more striking than Caliph, deeper than Red Velvet. Starting mid-September, it bloomed continuously for six weeks and didn't fade a shade. Mature flowers develop spoon tips. Foliage is an outstanding deep green, almost black, extra large, bright as waxed leather. It is a decorative growing bush, and a red mass in bloom.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

DWIGHT DOUGLAS. Dazzling golden yellow large decorative. Medium tall and very free and excellent for cutting. Blooms October 5th to 8th.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

EARLY CRIMSON. (Lehman) Stately, upright, clean foliaged plant that produces early cut flowers of bright crimson. The fully double flowers are further enhanced by unusual crimped petals. A rugged grower and very hardy plant.

HEAVY FIELD GROWN — Per 10, \$2.75; Per 100, \$22.50

EARLY PASTEL. (Lehman) New for 1954, it is going to be good for years. It is a soft, appealing amber bronze pastel. A good 2 feet bush carries a mass in full bloom by September 15. Everything in the habits and bright but pleasing colors of Mrs. Dupont, Olive Longland and Prelude are combined in this very early beauty.

HEAVY FIELD GROWN — Per 10, \$4.00; Per 100, \$35.00

EARLY WONDER IMPROVED. A great advance in Pink pompons. Rich deep pink, not cold or coarse, fine cut flower, 2½ ft., late September.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

EDITH. Early. 18". This one will hold a place among the finest for a generation! Flowers fully double, 3-4" across, and a lovely, royal aster-purple. Upright, the bush is full and firm.

HEAVY FIELD GROWN — Per 10, \$3.50; Per 100, \$30.00

ELAINE. New. A fully double, perfectly formed flower of the bright orchid-lavender shade that is new to the species. 30 inches tall, forms straight long stems perfect for cutting.

HEAVY FIELD GROWN — Per 10, \$4.00; Per 100, \$35.00

ELIZABETH HOOD. (DePetris). Vivid lavender pink, large full pompon with excellent substance and spray formation. Excellent strong stems 30" to 36" long of vigorous growth with very healthy habit and lush foliage. Matures Oct. 12. A very fine and productive variety. Excellent for cutting or for pots.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

ALL PURPOSE CUT AND DECORATIVES — Continued

ELSIE. A good, rugged, and productive buttercup yellow. It's really fine. Single, it has closely piled multiple rows of petals on a vigorous 2½ ft. plant that blooms Oct. 10.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

ENTERPRISE. A really good new one. Tall to the best cutting height, it shows tight, big, fully double pompons in flat branching sprays. Amaranth. Mid-season.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

ERMINE. D. (Kraus). Fully double, wide-petaled, pure white with cream center. Tall, sturdy plants; vigorous grower. Very frost-resistant flowers. Excellent for cutting. 30 inch, Oct. 1.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

FASCINATION. A show stopper. Perfectly formed giant sized, very double, silvery pink flowers on a powerful, bloom laden plant is an irresistible combination. Early.

HEAVY FIELD GROWN — Per 10, \$2.75; Per 100, \$22.50

FINGER LAKES. This fine Chrysanthemum will be a long lasting favorite standard variety. Medium tall in the best form, the most pleasing plastic scarlet, giant formal flowers in profusion. Mid-season.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

FIRE ENGINE. (Lehman) Singles are rarely good enough for a place in double selections, but this one is. It is a lustrous, deep, dark sheened cardinal red. Early.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

FLAMBOYANT (Bristol). New, 1954. In full flower by September 15, the new scarlet starts a rush of interest in any Chrysanthemum display. A bronze flush right at the center of each tight, 3" double bloom is a winking shopper stopper. Magnificent cutting material.

HEAVY FIELD GROWN — Per 10, \$4.50; Per 100, \$40.00

FLAXEN BEAUTY. Huge and beautiful, a gorgeous blend of peach, yellow, and coral, with soft gold flush in centers. Massive 4 inch blooms, very much like Cactus Dahlia, exceptionally frost proof. Spread 2 foot plants. Fine for bouquets and bedding in borders.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

FORTUNE. Mammoth blooms of rich cream blend. Lusty 2½ ft. In full bloom early October. One of the best of the new pot plants.

HEAVY FIELD GROWN — Per 10, \$3.50; Per 100, \$30.00

GENERAL BRADLEY. Exquisite blooms of a superb blending of lovely apricot, seashell pink and buff in long stemmed clusters from August to heavy frosts. General Bradley has all the desired traits one would want in a mum — glorious long-lasting and profuse flowering; beautiful form; rich healthy green foliage; and extreme hardiness.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

GENERAL MacARTHUR. A deluge of glowing coppery-red. The 2½-3 inch blooms seem to glow in the sunlight and even on dull days like new shiny copper pennies. The stems are upright, rigid and graceful, not easily broken down by violent storms. The beautiful dark leaves are very resistant to disease. General MacArthur mum is a lavish producer from August through to heavy frosts.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

GENERAL MARSHALL. The ray florets are a rich harmony of deep old rose, purple and gold with light buff reverse, slightly incurved, making the petals appear edged with gold. The beautiful rich green foliage is clean and healthy from the base throughout the plant. Full double, extremely hardy, compact 2ft.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

GENISTA. Very early solid yellow pompon of good size. Dwarf bushy habit. Blooms from the end of August but in full bloom by September 12th. New '53.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

GOLDEN SURPRISE. New 1952. Hurley. Excellent, very early, tightly knit, double variety. Flowers deep lemon chrome and slightly incurved. Foliage lustrous and disease resistant. Cut and garden.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

GOLDEN SUNSET. An immense burnished copper with a ruby center. One of the largest and most showy of recent introductions. Good cut flower, a prolific decorator from Oct. 1 to frost.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

GONDOLIER. New (Bristol) 3-4 inch flowers, very full, very deep, shining with bright crimson to claret. At the height of its season it is faintly dusted with that distinctive Chrysanthemum silver. Strong, clean, 2½ ft. Excellent cutter. September.

HEAVY FIELD GROWN — Per 10, \$3.50; Per 100, \$30.00

HEARTSTRINGS. New. Large pink with excellent growth habits. A really good pink in the standard types. Good in the garden and outstanding for cut flower production.

HEAVY FIELD GROWN — Per 10, \$3.50; Per 100, \$30.00

HOLIDAY. Lusty newcomer, a stunning bronze gold shading to old gold. 4 in. decorative, strap like petals, full double. A bountiful cut variety. Early. Frost resistant.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

HUNTSMAN. Vivid and nobly brilliant, bright scarlet, overlaid orange-bronze 2½ to 3 inch on two foot branching plant. Early October, extremely hardy.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

IVORY GLOW. (U. S. D. A.) A perfect creamy white double pompon. It responds very well to disbudding and its quality can be increased to compare with any indoor variety. 30 inches, blooms mid-September.

JAMES STEWART. One of the finest bright yellow cutting pompons. It is a very tightly formed half-dollar sized full double. Sprays are flat and show atop strong stems. Early. 30 inches.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

JAYEFF. Flowers are huge, 4 inches and more in true diameter, fully double, no centers. The color is a deep, positive pink with a dazzling, drifting sheen. No other color or flowers form like it. Bushy plant bears straight stems by the dozens, no pinching. Grows to 2 feet, vigorous and healthy, bushy. Flowers appear here from the 15th of September and bear without fading until severe frost.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

JEWELRY. Rosy orchid Bytton. Makes perfect little flowers with an irresistible iridescent sheen. Hardy plant. Late September.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

JUDITH ANDERSON. An outstanding pot or garden Pompon. The clear buttercup yellow flowers are nicely rounded, about 1½ inches across.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

KATHLEEN LEHMAN. Full double, bright orange gold deepening to red gold at center. An exciting new bronze. 24 inch, early.

HEAVY FIELD GROWN — Per 10, \$3.50; Per 100, \$30.00

KAY TASHIMA. Double, large white spider flowering variety. Tender but very worthwhile.

HEAVY FIELD GROWN — Per 10, \$2.75; Per 100, \$22.50

KRISTINA. A lovely rose pink, the best of the super hardy Northlands. Guaranteed a most vigorous and prolific form, we are happy to be back in a strong stock position with it.

HEAVY FIELD GROWN — Per 10, \$2.00; Per 100, \$15.00

LAVENDER LADY. Matchless, still "the" lavender. Exquisite 3 inch decorative, full and lovely, of nearest possible to clear lavender. Lusty, floriferous 2½ foot plant, late September bloomer.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

LAVENDER PRINCESS. Brand new. The finest cutting variety in the color classification. A pastel shade, thoroughly pleasing.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

LEE POWELL. New, very large mid-western variety. An unusual blend of Chinese yellow and old gold. 4 in. bloom, flat, full, and perfect. 2½ feet, September, very hardy.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

ALL PURPOSE CUT AND DECORATIVES — Continued

LESHARA. Each branch terminates with a cluster of five to twenty-five blooms, 3 in., fully double, clear, non-fading mulberry red. It has no comparative anywhere that we know of. Will stand repeated freezes of 22 degrees without becoming unsightly. Blooms for 6-8 weeks from late September.

HEAVY FIELD GROWN — Per 10, \$2.75; Per 100, \$22.50

MADAME CADILLAC. Mulberry wine red solid large pompon type of great substance. Strong bushy and compact habit. Blooms by September 20th and lasts well into late October. New '53.

HEAVY FIELD GROWN — Per 10, \$2.75; Per 100, \$22.50

MAGNIFICENT. D. (Kraus). Glorious 4-inch flowers of plum-red or rosy cardinal with coppery cast. Strong branches, excellent for cutting. 26 inch, Oct. 1.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

MAJOR BOWES. (English). A sturdy tall plant of unusual vigor; flowers are fully double. Large incurve of deep lavender. Outstanding as a garden and cut variety.

HEAVY FIELD GROWN — Per 10, \$2.75; Per 100, \$22.50

MALINDA BROWN. A magnificent rose pink with strong lavender undertone. Flowers globular, mounded at center, petals strongly incurved and twisted. 2 feet, September 27.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

MARGIE. A beauty, early double flower dark red, 2 ft..

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

MASQUERADE. Mid-season. 14". A compact, healthy, heavily stemmed bush. It bears literally hundreds of fully double rose to purple pompons on every plant.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

MIGUEL. Radiant raspberry red decorative type with good keeping qualities. Good growth and stem. Makes an excellent cut flower. Blooms October 8th to 10th. New '53.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

MING. Double, richly free flowering plant. 4 inch blooms, Chinese yellow with tangerine orange at center. A fine cut flower, 24 in. early.

HEAVY FIELD GROWN — Per 10, \$2.75; Per 100, \$22.50

MISS LACE. Pert and saucy, this is the glamour of the new group. True Grandmothers light pink, a bursting shower of fully double, 3 inch blooms sweeping en masse atop stately upright stems rising in quantity 2½ ft. in perfect symmetry. Excellent cut-flowers, blooms first week in September, and the fresh pink flowers do not fade for weeks.

HEAVY FIELD GROWN — Per 10, \$2.75; Per 100, \$22.50

MISTY MAID. Delicate informal and very much a ladies' favorite. Airy 2 foot plant loaded with graceful 3 inch blooms of delightfully soothing shell pink. Quietly assumes gentle hues of misty, dreamy white. Lovely contrast of tender pink buds and open flowers. Wonderful to cut—one stem is almost a bouquet itself. September 20.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

MOONBEAMS. Early. 24". This is the improvement on Pale Moon that we have been waiting for. It is a soft primrose yellow ringed with ivory, fully, fluffily, double, in huge sprays on sturdy, strong stems.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

MURMURS. Amaranth pink buds bloom with a burst to fully double flowers of clear Mallow purple. Incurved, early September, 1½ to 2 feet.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

MY LADY. Very unusual and novel, flowers are large, double, orange-yellow.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

MYRTLE WALGREEN. Rich amaranth purple underlaid with silvery lilac, aging to clean, clear mallow purple. 4 in. bloom, 2 ft. tall, September 20.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

NABOB. A rich, exotic soft purple with a metallic sheen that brings it to the "plastique" shades used so effectively in modern decoration. There is absolutely no hint of magenta either in the prime bloom or the fading flower. It grows medium tall and the deep, lush, forest green foliage, growing to the ground, is a complimentary frame for the abundance of very rich flowers.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

OSCEOLA. A beautiful, large, fully double, early flowering bronze. It is a very hardy, very clean type, fine for cutting, high among the leaders for sight sales.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

OLIVE LONGLAND. Large fully double salmon orange. An improved form of Mrs. Pierre S. Dupont III.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

OLD LAVENDER. (Lehman). New 1954. Fully double. Large, massive, pure lavender flowers on strong sturdy stems. Larger, brighter and earlier than Lavender Lady.

HEAVY FIELD GROWN — Per 10, \$4.00; Per 100, \$35.00

ORPHEUS. Brilliant Roman red large pompon with perfect full form and very hard substance. Excellent strong and long stems with perfect spray formation. Very vigorous clean upright growth. Matures October 10th to 12th. This variety is equal if not superior to any cloth house red now in existence. Blooming nicely for early October and can be shaded to bloom in late August and early September without fading. New '53.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

ORSONA. Reddish bronze full decorative type. Very good bushy growth. Very desirable and showy. Blooms September 20th to 25th. New '53.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

PATHFINDER. University of Nebraska. A brand new variety in a brand new race. Carnation Flowered! 2 ft. tall and 2 ft. across. Very upright. A row is so neat it looks like a formal hedge. 5-10 blooms in clusters, bright, non-fading yellow. 3" flowers are very double, high centered, and have a pronounced resemblance to the florist's carnation. This departure is one of the most exciting that has ever happened in Chrysanthemums! Very early.

HEAVY FIELD GROWN — Per 10, \$2.75; Per 100, \$22.50

PATRICIA LEHMAN. Double, sparkling geranium pink with peach center. Recurved and twisted petals give a fluffy, feathery effect. Strong grower, good for cut flowers and the decorative, hardy border.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

PEGGY ANN HOOVER. An everlasting popular clear pink-duplex, cut flower favorite. Cacti-mum.

HEAVY FIELD GROWN — Per 10, \$2.00; Per 100, \$15.00

PEPITA. D. (Kraus). Densely quilled button-pompon of eggshell-white with darker center when young, changing to pure white with cream center. 26 inch, Sept. 28.

HEAVY FIELD GROWN — Per 10, \$2.00; Per 100, \$15.00

PERFECTION. (English). Mid-season 24". This is an incurve. Large, symmetrically shaped flowers are a full double right to the tight center. Color is a gracious, pure cream. For cutting, potting, the garden focal point.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

PETRISIAN MAUVE. This is an intermediate pompon, hybrids of which there will never be enough for the garden or for pot plant sales. This variety has a color all its own, one which we have not seen in any other. It is closely held on a very symmetrical plant. Blooms full and complete by early October, original flowers hold their color through bad weather, new buds form and open regularly until deep frost.

HEAVY FIELD GROWN — Per 10, \$3.50; Per 100, \$30.00

PLAINSMAN. The second introduction in the new Carnation Flowered race! Very early, strong, wind-firm, grey green foliage. Strong cutting stems terminate in clusters of 3-5 radiantly beautiful 3" red-bronze-gold deeply pilloved flowers. Extremely double, literally spilling over with lacinated, notched, crisp carnation like petals. Isn't it grand to look forward to?

HEAVY FIELD GROWN — Per 10, \$3.50; Per 100, \$30.00

ALL PURPOSE CUT AND DECORATIVES — Continued

POLAR ICE. Clear, glistening blue-white flowers 2½ to 3 inches in diameter, heavy upright stems, branched heavy at top. Grows to 1½ to 2 feet tall, and blooms from September 1 to end of October.

HEAVY FIELD GROWN — Per 10, \$2.00; Per 100, \$15.00

REDCOAT. As hardy as the men it pays tribute and as brilliant as the uniforms they wear. A strong grower resisting with casual abandon the culprits that take their toll from others less sturdy. Flowers are a really new red in Chrysanthemums. Vermilion is the closest comparison. Fully double, they appear on strong yet succulent stems growing medium high.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

RED DIAMOND. New. A strong, 18" sturdily formed and formally proportioned plant, foliaged deep healthy green right to the bottom. It flowers a closely knit, fully double pompon. Bi-color silver grey and maroon. The height of the silver is at the high center. The maroon frames it with excitement. Par-excellence for cutting. Early.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

RED DOTY. This is the companionate red of the well known White Doty. Fully double, blooms at the same time as White Doty.

HEAVY FIELD GROWN — Per 10, \$2.00; Per 100, \$15.00

RED FEATHER. An able successor to Red Velvet. Flowers are a more vivid red — fully double on a 2 ft. plant. The graceful airiness of the petals inspires the name.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

REVERIE. New (Bristol) Sport of the favorite Jean Treadway. Same rich, dark foliage. Color would best compare to heavily creamed coffee, or to soft maple finished walnut accented with a mahogany eye. Late flowers flush to coral pink. September.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

ROSITA. D. (Kraus). Compact, light Persian-rose button-pompon. Bush completely covered with pink buttons. 26 inch, Sept. 24.

HEAVY FIELD GROWN — Per 10, \$2.00; Per 100, \$15.00

ROYAL ROBE. (Kraus) Double, beet-root purple with a really different and distinct bluish sheen. Mass of blooms are symmetrically distributed over a compact, healthily foliaged plant. Early.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

RUBY POMPON. The 2½ foot plant carries its ruby crimson flowers in remarkable profusion. In full flower early October.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

RUSTY RED. (Lehman) A smashing impact! Heavy load of Cherry Red fully double bloom shimmers atop sturdy, cutting stems. Starts among the earliest, is in perpetually renewing flower until frost.

HEAVY FIELD GROWN — Per 10, \$2.75; Per 100, \$22.50

SEPTEMBER DAWN. Distinctly new and different, the first really good double pink. Flowers are about 3 inches across, hardy, vigorous and healthy. Starting to bloom in early September, it continues until frost, brightly and freely flowered.

HEAVY FIELD GROWN — Per 10, \$2.00; Per 100, \$15.00

SEPTEMBER WINE. The scintillating red of sparkling Burgundy wine. Full duplex flower atop a compact branchy plant, each branch a perfect cut stem. Early. 1½ to 2 feet.

HEAVY FIELD GROWN — Per 10, \$2.00; Per 100, \$15.00

SILVER PLATE. In full bloom in early October, its large white makes sight sale sure. It too needs mulching to carry, but its exceptional decorative ability more than compensates. 6 inch flowers. 24 inches tall.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

SILVER SHEEN. A medium incurved white. Somewhat tender to handle but its superlative cut flower qualities repay the effort liberally. It is 36 inches tall, and blooms mid-October.

HEAVY FIELD GROWN — Per 10, \$2.75; Per 100, \$22.50

SINCERITY. Early. 2". A distinctive combination of white outer petals and peach inner swirl. Fully double flowers are in multitudinous profusion on branching sprays.

HEAVY FIELD GROWN — Per 10, \$2.00; Per 100, \$15.00

SKI TRAIL. (U.S.D.A.) Large double, ivory white flowers. Destined to take the place of White Doty. Has all of Doty's fine characteristics with a more definite incurve. September. Frost resistant.

HEAVY FIELD GROWN — Per 1 0, \$2.50; Per 100, \$20.00

SUCCESS. Early. 24". A beautiful, rich, never fading deep crimson. Fully double, flowers stand en masse of branching sprays atop superb, light green foliage. Very good.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

SUNAPE. From the University of New Hampshire and a tribute to their work. Professor Holley's select golden yellow grows 24 inches high, blooms full double, stays bright without fading from September 1st to frost.

HEAVY FIELD GROWN — Per 10, \$2.00; Per 100, \$15.00

SUNSTONE. Another new, thoroughly tested introduction. On a dignified, 30" firmly formed plant, it produces a soft yellow spoon or spiderlike flower. Whether your customers interest is in a garden decorative or in a cut flower, you will see him peering close to appreciate the fine, symmetrical petal formation. Early October.

HEAVY FIELD GROWN — Per 10, \$4.00; Per 100, \$35.00

TIME. Splendidly conceived sparkling orchid lavender, huge sprays and blooms. 30 inches tall, 4 inch blooms, early.

HEAVY FIELD GROWN — Per 10, \$2.75; Per 100, \$22.50

VISION. (Bristol) New. A tight double in a wonderfully graceful mold of petal formation. Color is a soft and lively pearl and ivory in perfect complement, a genuinely new color departure. 2 ft. Early.

HEAVY FIELD GROWN — Per 10, \$4.00; Per 100, \$35.00

WHITE BOUNTY. (Kraus) A small white pompon with a sulphur yellow center, tightly knit, formally formed, and appearing in profusion atop a crisply foliaged, sturdy stem. Early. This is one of the novelties that always sell.

HEAVY FIELD GROWN — Per 10, \$2.75; Per 100, \$22.50

WHITE CLOUD. This was new in '52. There wasn't sufficient stock to warrant the description that it deserves. It is early, topped with magnificent, fully double, four and five inch pure white blooms. It will sell with the best of the whites and before most of them. You will like the array atop the good stems, and your garden customers will like its 18" tall and strong 24" spread. This is destined to lead the parade for a long time!

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

WHITE DOTY. The old fashioned double white cut flower favorite. All hybridizers, including ourselves, have tried to improve this one without success.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

WHITE WONDER. Here is the perfect early flowering, white, garden pompon, coming into full flower about September 25th. The exquisitely formed, ball-shaped blossoms with broad petals are first soft creamy white, then open to a crisp clean white, lovely in all stages. The plant, about 3 feet in height, is husky and tremendously free, the spray so heavily branched that a few stems are a fine bouquet.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

YELLOW AVALANCHE. A clear soft yellow bud sport of the white variety. 24 inch, Sept. 4.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

YELLOW BLANKET. Mid-season. 18". The improvement over Judith Anderson that is bound to keep its popularity for as many years. Tiny, button flowers are perfectly formed and cover the top completely. This is the finest.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

YELLOW JEWEL. Ball shaped flowers of a pleasing shade of yellow with bronze undertone.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

CUSHION OR AZALEA

AUTUMN GOLD. Mid-season. Low, bright gold on yellow, duplex; hundreds of blooms en masse atop an upright plant. Blooms right to the ground, makes a fine ball. A row in the field, a block in the border, is a dazzling show of color.

HEAVY FIELD GROWN — Per 10, \$2.00; Per 100, \$15.00

AUTUMN SONG. (Kraus) Just fine for the ranch house picture window planting. The color, a deep, glowing bright red is a perfect blend for the new decorator trends. Women spot it at once. Flowers good, firm double, all the profusion of the cushion varieties. Fine for potting and cutting. Early.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

BONNIE BRIDE. New. This one foot plant gives early to mid-season blooms of a bright lavender. Its mound-like habit has a multitude of blooms that make it perfect for pot sales.

HEAVY FIELD GROWN — Per 10, \$4.00; Per 100, \$35.00

BOWL O' GOLD. (Bristol) A brilliant early cushion with more shapely flowers than generally expected in the family. It is one of the finest yellow cushions. Only 1 foot tall, spreads more than two feet in its first season. It looks like the sun on an overcast fall day. Early.

HEAVY FIELD GROWN — Per 10, \$4.00; Per 100, \$35.00

CANDY. Delicious and desirable, a treat to the most discriminating taste for the grand Chrysanthemum family. A mound of flowers cascading from a full crest and right to the ground in solid mass. Eighteen inches tall, three feet through in the first year. Color is a prominent, full pink with a sugar-sheen (see the name?) and individually average more than two inches. The blend is to just enough salmon and gold in the center to spotlight each blossom. It's a beautiful display item, and each stem straight and true makes it a profitable cut flower.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

CHOPIN. A big, bright, new beauty. Flowers 4 to 5 inches produced 20 or more to the plant and new buds repeating through the season. The vigor of strong stems, low to the ground growth, crisp incurving petals of a real man's color bronze suggest a rugged strength that sells it on sight. Early October.

HEAVY FIELD GROWN — Per 10, \$4.00; Per 100, \$35.00

CODY. Early. 15". Grows up to 42 inches wide without a straggling branch. Color orchid and white—and the orchid actually intensifies as the flower ages. Each bloom is 3" across and they are on the plant by the hundreds. It has the longest season of any cushion variety.

HEAVY FIELD GROWN — Per 10, \$2.75; Per 100, \$22.50

CORAL SEA. Informal masses of semi-double blossoms. Color, salmon-buff suffused coppery rose. Altogether distinct and striking.

HEAVY FIELD GROWN — Per 10, \$2.00; Per 100, \$15.00

CUTIE. A profusion of tiny cherry-red button type flowers covering a sturdy compact 15 inch plant. Durable flowers and foliage lasting long after frost and freezing. Extremely prolific, unrivaled for potting both inside and out because of an unusual blend of flowers with foliage.

HEAVY FIELD GROWN — Per 10, \$2.00; Per 100, \$15.00

DE LUXE RED CUSHION. Double flowers of a really bright shade of red.

HEAVY FIELD GROWN — Per 10, \$2.00; Per 100, \$15.00

DIXIE WHITE CLOUD. Low growing, bright shaggy white flowers in fluffy profusion on compact, clinging plant. Early.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

EARLY JOAN HELEN. An 18-inch mound of sparkling beauty. Flowers are a rich, garnet, shading to Rhododendron purple, and accented by a bright yellow center. Blooms in September. Ideal for borders, potting and cutting, it will be a command item after its first performance in your planting.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

EARLY LAVENDER. (Kraus). New in 1954, destined for a long reign before it will be displaced. Low, extremely free flowering double pure lavender with a bright, rosy lavender center — the same tasty combination of hue that will preserve the popularity of the Orchid forever. In full bloom by September 22.

HEAVY FIELD GROWN — Per 10, \$4.00; Per 100, \$35.00

EUGENE A. WANDERER. A big, brilliant, glistening golden yellow beauty, flowering so freely that the stocky growing plant is almost obscured by its branching clusters of big double flowers—each one the height of perfection in form.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

GOLDEN CARPET. Utterly distinct, a rounded 1 foot rug of glowing golden yellow 1 inch pompons. Often over 2 foot spread. Flowers all along stem from September 15th on. Fine for border, edging, rock garden or pot sales. Very choice.

HEAVY FIELD GROWN — Per 10, \$2.75; Per 100, \$22.50

GOLDEN MOUND. An excellent golden yellow cushion, a distinct advance. Fully double pompons on short dark green branches arranged in symmetric sprays. This is fine. Low Early.

HEAVY FIELD GROWN — Per 10, \$2.75; Per 100, \$22.50

JUBILEE. New '52. Opens crimson and mellows to a deep clear red. Holds its flowers for weeks.

HEAVY FIELD GROWN — Per 10, \$3.50; Per 100, \$30.00

MAJOR CUSHION. After a long absence from our list, we have decided to answer the many requests for this plant and again offer it for sale. Habit and character are superb, coupled with bright salmon-pink flowers. Color does not fade.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

MARTIN'S WHITE. This is the first introduction in the proud series that bears our name. Whenever it has been seen, it is approved and re-approved in volume. It is the purest, cleanest white known. Flowers are huge, fully double, measuring five inches, and are perfectly formed from the inner swirl to the outer petals. Grows to 18", blooms shortly after the 1st of September.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

MARTIN'S YELLOW. A full brother, large light yellow sport of Martin's White is sufficient to establish it as one of the best that you can possibly grow. Flowers in a perfect mound for full utility in the garden, in the border, in the pot, in the specimen field display. It has all the clean, neat, shiny habits of Martin's White.

HEAVY FIELD GROWN — Per 10, \$4.00; Per 100, \$35.00

MAHOGANY CUSHION. (Lehman) A beautiful tribute to the selective ability of its originator. Twisted and neatly nested petals of Jasper Red shading to polished mahogany. Early. Fine cushion form.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

MEADOW GOLD. Brilliant double flowers produced in great profusion on a sturdy upright bush about 12 inches high. The large 3 inch blooms are a deep butter yellow graduating to a pleasing effect of shining brilliance. Blooms in mid-September.

POTS — Per 10, \$3.00; Per 100, \$25.00

MISCHIEF. Hundreds of tiny, sparkling ruby single stars showered completely over a stocky, 18", clean, healthy plant. Bright beet-root purple shades to rose-red. Mid-season.

HEAVY FIELD GROWN — Per 10, \$3.50; Per 100, \$30.00

NANKEEN. A medium tall golden cushion with flowers completely different from what is expected from the type. Full double, tightly knit, color is a lively polished gold. Blooms early. Heavy F.G.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

ORCHID HELEN. (Becker) A sturdy, formally formed, but so low that it must be in the cushion family. It is a bright orchid-pink of unusually distinct hue. Perfect potted item, and what a generous, firm border item. Early.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

ALL PURPOSE CUT AND DECORATIVES (Con't.)

ORCHID STAR. New. An early rose-orchid cushion type with larger flowers than are found on most cushions. More compact and perfect habit make it ideal for border plantings and pot plants.

HEAVY FIELD GROWN — Per 10, \$4.00; Per 100, \$35.00

ORLOMA. Luminous apricot bronze full decorative type. Bushy cushion habit of growth and very free and durable. Early blooming September 15th. New '53.

HEAVY FIELD GROWN, Per 10, \$2.50; Per 100, \$20.00

OSTOSA. New 1954. A solid pure white pompon type. Vigorous, very free flowering, and semi-dwarf in growth habit.

HEAVY FIELD GROWN — Per 10, \$3.50; Per 100, \$30.00

PONCA. Early 14". A striking fuchsia purple, the only variety in its color. It is upright to its low height, and flowers fully double. A dignified formal border.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

POWDER PUFF. Early. 10". The name is just right—to graciously serve milady's finest taste. A gracefully spreading habit. It bears a fully double white, cream topped, firm bloom. Flowers in profusion. Fine for edgings, pot plants.

HEAVY FIELD GROWN — Per 10, \$2.00; Per 100, \$15.00

RED CLOUD. Early. Low. Fully double. A combination of mahogany and maroon to striking effect. It is beautiful even while only foliaged. In bud and through the flowering season it has a magic appeal. From the first of the season through until frost the bloom lasts brightly.

HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

RED CUSHION. This is a selected flowering type.

HEAVY FIELD GROWN — Per 10, \$2.00; Per 100, \$15.00

REMEMBRANCE. (Kraus) A fully double low grower, perfectly formed for pots or borders. The color is a ruby crimson that really stays through the whole flowering season. Starts early and will be a seller for you until heavy frost.

HEAVY FIELD GROWN — Per 10, \$2.75; Per 100, \$22.50

ROUGE CUSHION. Good all-round cushion of brilliant bright red. Early blooming beauty. A fine addition to any list.

HEAVY FIELD GROWN — Per 10, \$3.50; Per 100, \$30.00

SALUTE. A perfect deep purple, the memorial tribute shade, soft and fluffy, yet so double the petals seem to be tightly woven. Extremely bushy, twelve inches tall, completely covered by bloom in the first week of September.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

SEPTEMBER CHEER. Early, 15 inch. A new rich cherry red Chrysanthemum color. The fully double flowers are generous in size and borne in profusion on strong stems. It is liberal in cut volume, and makes a symmetric pot plant.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

SEPTEMBER CLOUD. Like "September Gold" in habit — the ball-like blossoms are a trifle larger, purest ivory-white with soft primrose shading in center; wonderfully fine dark green contrasting foliage. Breath-taking in its gleaming perfection.

HEAVY FIELD GOWN — Per 10, \$2.00; Per 100, \$15.00

SNOWBIRD. New. A perfectly formed 18 inch mound, literally covered with cream white blooms. Flowers Oct. 1.

HEAVY FIELD GROWN — Per 10, \$4.00; Per 100, \$35.00

SPARKLE. Early, bright, beautiful, long lasting. It is a low, perfect cushion form without any tendency to sprawl. Flowers golden yellow specked bronze and bright red, each petal tipped silver. Fully double, pompon in form, it is so loaded with bloom from the first of September on that the foliage is not visible. Brand new, rarely did one of the hundreds of nurserymen who visited our display block leave without placing an order for Sparkle!

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

STAR BRIGHT. New. Another early variety of the Star series. This one is a good amaranth-pink with all the good qualities of the group.

HEAVY FIELD GROWN — Per 10, \$3.50; Per 100, \$30.00

STAR GLORY. New. A brilliant purple-red that meets the requirements of a mid-season cushion. You should not be without this one.

HEAVY FIELD GROWN — Per 10, \$3.50; Per 100, \$30.00

SUNBEAM. A new cushion type Pompon, a mound of buttercup yellow flowers practically cover the foliage. 12 in. Mid-September.

HEAVY FIELD GROWN — Per 10, \$2.00; Per 100, \$15.00

TECUMSEH. Firmly compact, fine foliage, formal habit, flowers a bright yellow disc-form pompon. Color red, buff bronze, shaded coral. Very novel. Early.

HEAVY FIELD GORWN — Per 10, \$3.00; Per 100, \$25.00

TRANQUILITY. New 1954. Graceful 18 to 24 inch mounds of sparkling new shades of yellow. Flowers 3 inches across, perfectly formed.

HEAVY FIELD GROWN — Per 10, \$4.00; Per 100, \$35.00

VIOLET STAR. New. Another outstanding cushion with double clear purple flowers. Midseason bloomer and one of the best sellers for sight sale.

HEAVY FIELD GROWN — Per 10, \$3.00; Per 100, \$25.00

CHRYSANTHEMUMS—Continued on next page

TRAFFIC STOPPERS

Throughout the years, many of our friends in the general nursery trade have purchased Chrysanthemums as "TRAFFIC STOPPERS." Consider the billboard attraction of a multi-hued block of Mums. If you have frontage and don't avail yourself of this opportunity to bring in customers, you are "missing a bet."

Several instances have arisen where our nursery friends being totally unfamiliar with the many varieties of Chrysanthemums will rely upon our judgment to supply them with a good starting selection. Many times this is much more satisfactory than attempting to scan the list and order by hit or miss methods. Your price factor and the varieties that will sell and show for you are the main consideration in making your selection.

We extend a sincere invitation to you to draw on our years of experience in the hardy mum field, in helping you to get started with the best advertising you could possibly arrange for and in a venture certain to be pleasing and profitable. Quality plant material and reasonable prices is a combination that can't be overlooked to increase your sales.

W. P. SNYDER. Fully double, tightly formed apricot bronze. Cushion character, plenty for cutting, grows compact to 26 inches tall, 30 inches wide. Continuous from Sept. 1 to frost.
HEAVY FIELD GROWN — Per 10, \$2.00; Per 100, \$15.00

YELLOW SUPREME. A new bright sulphur yellow of unusual vigorous habit and long lasting quality in flower.
HEAVY FIELD GROWN — Per 10, \$2.25; Per 100, \$18.00

THE NOVEL SPOONS

BLUSH WHITE. (Lehman) Large, pert and crisp, chalk white flowers underlaid with soft lavender. Never a mis-formed flower—all are densely quilled and perfectly nested.
POTS — Per 10, \$2.50; Per 100, \$20.00

FUCHSIA SPOON. Early, 24". The boldest flower in the family. Large, flat heads are in profusion, turned in every direction, for a shimmering effect.
HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

IVORY SPOON. Rich silver glossed ivory pastel. A beauty.
HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

LOVELINESS SPOON. Tends to full double, one of the nicest spoons. Low growing, compact, healthily bushy, flowers soft carmine rose.
HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

ORCHID SPOON. The flowers, of the popular Spoon form, are of a clear orchid color and of generous size. One of the most interesting of this group.
HEAVY FIELD GROWN — Per 10, \$2.00; Per 100 \$15.00

PUMPKIN SPOON. New for 1952. Densely branched plant, 3 in. blooms of persimmon orange aging to stafford yellow. Free flowering and excellent cut. September 30, 30 inches tall.
HEAVY FIELD GROWN — Per 10, \$2.00; Per 100, \$15.00

FOR TRADESMEN ONLY!

This company does not sell at retail, directly or in department. The flower production is not cut. We do not sell plants to you and turn-about to enter into competition for your outlets!

Our business is confined to production and delivery of perennial plant material for the Florist, Nurserymen, Cut Flower Grower, Plant Merchandiser, Landscape Gardener and Landscape Architect.

The policy makes for an extraordinary ability to satisfy you, the tradesman, the only one who receives our listings.

Thirty-four years of steady growth, an ever expanding magnitude of rich trade relationships, provide the inspiration and the will to continue faithful adherence to the policy.

THANKS, good friends, for your confidence.

REMEMBER ME. In all the spoons, this one must be acknowledged the best of them all. The discs are perfectly formed, tremendous six inch spinning pinwheels of bright turkey red. The quills are so profuse that they crowd to a crest. The nest is so perfect that there is never a bad flower.

HEAVY FIELD GROWN — Per 10, \$2.00; Per 100, \$15.00

ROSE SPOON. This is the pure rose that is, with yellow, the most positive pure color that exists in the many spoon varieties. Grows in healthy habit to 30 in. tall, bears multitudinous loads of 4 in. flowers and comes in early and bright.

HEAVY FIELD GROWN — Per 10, \$2.50; Per 100, \$20.00

YELLOW SPOON. The oldest and yet the class leader of this striking family. It is a pure color, no distracting shadings. Early.

HEAVY FIELD GROWN — Per 10, \$2.00; Per 100, \$15.00

CHRYSANTHEMUMS IN POTS

A WONDERFUL IDEA — But sometimes it doesn't pay. Why? Most often, it is a percentage of plants that do not form properly and are consequently unsalable. Yet potting maintenance and care of the NGs cost the same money as the good.

DO IT THIS WAY

Grow your Chrysanthemums in beds or field rows first — then, lift the best of them into pots, cans, etc., just as they are ready to bloom.

You can't miss. Every one is bound to be a saleable beauty. What could be more profitable? You have only 2-3 months of inexpensive outdoor culture involved to produce a class item, re-selected to top grade, ready for carry-out sale, and welcome as merchandise in the shop. Plants left over have cost no expensive potting, maintenance and care, can be readily sold in other ways, or can be wintered right where they stand for future planting stock for spring sales.

This book belongs to you. 'Consider the writings as your own. If there is anything in it that you would like to use, just go right ahead. No rights are reserved. If we can ever add anything that is helpful, please call on us.

NOTICE: The right materials and conscientious packers are doing a superlative job in the transfer of the carefully nurtured hardy plants grown in our nurseries. In the event of any bad arrival, **CONTACT THE CARRIER AT ONCE, OBTAIN BAD ORDER REPORT AND FILE CLAIM,** and notify us with the delivery dates and other pertinent data within 10 days.

"THE JOSEPH F. MARTIN CO., INC. warrants to the extent of the purchase price that nursery stock sold is true-to-name and as described within recognized tolerances. Seller gives no other or further warranty, express or implied, and will under no circumstances be liable for more than the invoice value at the time of purchase.

Ornamental Liners

Fully acclimated . . . every one grown right here under the splendid conditioning influence of this **NORTHERN OHIO GREAT LAKES AREA** . . . No imports! Stock certified clean. All in the list below have been twice transplanted, grown in the full sun, in peat beds **ONE FOOT** deep, and automatically irrigated. All have been severely pruned several times. They are all liberally branched, low to the ground, and come out with a mass of fibrous roots — could there be a better assurance of safe transplanting, of a beautifully uniform item at maturity.

For efficient handling, it is necessary that no orders from the following list be for less than 100 of a variety. 250 at the 1000 rate.

		Per 100	Per 1000
AZALEA, Mollis	6-10"	\$30.00	\$250.00
—Mucronulatum	6-10"	30.00	250.00
—Ponticum	6-10"	30.00	250.00
AZALEA — Evergreen Types — Gables;			
Boudoir, Corsage, Maryann, Royalty	6-10"	40.00	
—Kaempferi: Betty, Fireball & Othello	6-10"	40.00	
—Hino Crimson	4-6"	40.00	
—Sherwood	6-10"	40.00	
EUONYMUS vegetus	6-10"	25.00	
ILEX crenata convexa	6-8"	25.00	210.00
—crenata hetzi	6-8"	27.50	
—crenata rotundifolia	6-8"	25.00	
LEUCOTHOE, Catesbaei	6-8"	25.00	
PIERIS japonica	4-6"	25.00	210.00
RHODODENDRON Hybrid Seedlings	6-8"	38.00	325.00

Advanced Ornamental Liners

PROMPT RESALE GRADE

These are ready **NOW** for the Sales Lot, for the Landscape Planting, For the Stock Block where somewhat more maturity than that in the list above is desirable. The material is really grade "**A PLUS**". They are grown continually under the same ideal conditions described for the liners.

For efficient handling, it is necessary that no order from the following list be for less than 10 of a variety. 25 at the 100 rate.

		Per 10	Per 100
ILEX, Crenata Convexa	8-10"	4.00	35.00
—Crenata Convexa	10-12"	12.00	100.00
—Crenata Rotundifolia	8-10"	4.00	35.00
LEUCOTHOE, Catesbaei	10-12"	12.00	100.00
MYRICA, Bayberry	12-15"	12.00	100.00
PYRACANTHA, Lalandi	10-12"	8.00	70.00
RHODODENDRON, Hybrid Seedlings	8-10"	8.00	70.00
—Hybrid Seedlings	10-12"	12.00	100.00

When You Think of Fine Perennials — Thanks, for Thinking of . . .
The Joseph F. Martin Co., Inc.

**America's Leading, Exclusively Wholesale Source For Fine Perennials
Where Good Plants and Good Friends Get Together —**

Dear Friends:

Once again we are pleased to extend our gratitude to you, our customers, for your sincere appreciation of our efforts during the past years. We have in the past, and will make every attempt in the future to continue supplying quality merchandise at a fair price.

Our fields again this year have been entirely treated with DDT, rendering us a completely certified nursery in accordance with the Federal quarantine regulations. You as a customer can reap the benefits of this treatment whether you are in or out of the beetle zone. The fact is easily recognizable that the transmission of unwanted pests and insects is virtually eliminated. It is also evident in our own plantings that the material has a better chance for development, thereby giving you a nicely finished item.

When looking thru our book we might ask that you note the fine values in such things as Artemesia Silver Mound, Alyssum, Aster Frikarti, Daisy Border Queen, Cottage Carnations, Dianthus, Hibiscus, Peonies, Pyrethrum, Teucrium, and, of course, what we consider the most extensive and finest list of Hardy Chrysanthemums in the trade.

We look forward to the opportunity of serving you during this coming Fall season. All things considered, shipping risk is minimized, time is saved, and a splendid opportunity to be ready for the rush of Spring business is afforded during the Fall season.

Sincerely,

THE JOSEPH F. MARTIN CO., INC.

PERENNIAL PLANTS

FOR

FALL, 1954

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